Ross Reports ON TELEVISION PROGRAMMING

EDITOR: Gerson Miller
RESEARCH: Nicholas Gordon

VOL. 2 NO. 4
SUPPLEMENT C

JULY 2 - 9, 1950

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(2) - CBS(Ch2) 7:30-8pm; DEBUT - By Popular Demand; from WCBS-TV to E&MW Nets; variety show with contest format; with MC Robert Alda, Harry Sosnik & Orchestra & guests; "This Is Show Business" summer replacement; Sustaining; Packager - Goodson-Todman; Producer - Frank Satenstein CBS; Director - Herbert Sussan CBS.

NBC(Ch4) 8:30-9pm; DEBUT - Hank McCune Show; from WNBT to E&MW Nets; on film; kine at KNBH hollywood; situation comedy program with Hank McCune; "Colgate Theater" summer replacement; Sustaining.

Mon(3) - CBS(Ch2) 8-8:30pm; DEBUT - Prize Performance; from WCBS-TV to E&MW Nets; professional children's talent contest with MC Cedric Adams, judges Arlene Francis & Peter Donald and a dramatic sketch; "Talent Scouts" summer replacement; Sustaining; Producer - Marlo Lewis; Director - Byron Paul; Music - Howard Smith.

CBS(Ch2) 9:30-10pm; RETURN - Pantomine Quiz; from WCBS-TV to E&MW Nets; on film; kine at KTTV Hollywood; charade quiz returns; with MC Mike Stokey, actors Hans Conreid, Vincent Price, actress Adele Jergens, orchestra leader Frank DeVol & celebrity guests; "The Goldbergs" summer replacement; Sustaining; Packager - Mike Stokey; Director - Philippe de Lacy.

CBS(Ch2) 10:15-11pm; DEBUT - Jack Lescoulie Show; on WCBS-TV local; Monday through Friday; time varies each night; seen 45 minutes before sign-off; variety show with viewer quiz, film shorts & guests; singer-actor-disk jockey Jack Lescoulie MC; Sustaining; films supplied by Official Films; Producer-Director - Bill Patterson CBS.

- more -

THIS ISSUE

* Our July Monthly will survey Program Packaging & will include a list of Packages Available.....many subscribers have not as yet submitted their packages, however.

** 2nd issue of ROSS REPORTS ON TV COMMERCIALS is just out & can be ordered.

Mon(3) - NBC(Ch4) 7-7:30pm; DEBUT - The Ransom Sherman Show; from WNBQ Chicago to to E&MW Nets; Monday through Friday; informal variety show with MC Ransom Sherman, singers Johnny Bradford & Nancy Wright, the Art Van Damme Quintet & guests; "Kukla,Fran & Ollie" summer replacement; Sustaining; Producer - Ted Mills WNBQ; Director - Dave Brown WNBQ; Writer - Doug Johnson WNBQ.

NBC(Ch4) 8-8:30pm; DEBUT - The Magnificent Menasha; from WNBT to E&MW Nets; situation comedy series stars Menasha Skulnik; "Chevrolet Theater" summer replacement; Sustaining; Packager-Producer - Martin Goodman; Writers - Matt Brooks & Louis Quinn; Casting - Martin Begley NBC.

NBC(Ch4) 9-9:30pm; CHANGE - Lights Out; from WNBT to E&MW Nets; dramati series will alternate with "Your Lucky Strike Hit Parade" during sponsor hiatus; Admiral Corp through Kudner returns August 28.

Tue(4) - CBS(Ch2) 8-9pm; CHANGE - Sure As Fate; from WCBS-TV to E&MW Nets;formerly "The Trap"; dramatic program changes time & day; replaces "Film Theater Of The Air"; Sustaining; Producer - Jerry Danzig CBS; Directors - Yul Brynner, Hal Gerson CBS

CBS(Ch2) 9:30-10pm; DEBUT - The Web; from WCBS-TV to E&MW Nets; dramatic series uses adaptations of stories by members of the Mystery Writers of America; "Suspense" summer replacement; will stay on in fall; Sponsor - Embassy Cigarettes (starts July 11); Agency-Geyer, Newell & Ganger; Packager - Goodson-Todman; Producer - Director - Franklin Heller.

NBC(Ch4) 9-9:30pm; DEBUT - Lights, Camera, Action; from WNBT to E&MW Nets on film; kine at KNBH Hollywood; talent show with MC Walter Wolfe King; Sustaining; "Fireside Theater" summer replacement.

WOR(Ch9) 9-10:45pm; DEBUT - Wrestling From Bayonne; on WOR-TV local; sportscaster Dick Nesbitt describes bouts from the Veteran's Stadium, Bayonne, N.J.; Director - Mende Brown WOR.

Wed(5) - CBS(Ch2) 7:45-8pm; DEBUT - The Stork Club; from WCBS-TV to E&MW Nets; Wednesday & Friday; adds Monday segment July 24; comedy-variety show telecast from the Stork Club; with Peter Lind Hayes, Mary Healy, Sherman Billingsley, duo-painists Cy Walters & Stan Freeman & guests; Sustaining; Producer - Irving Mansfield CBS; Director - Fred Rickey CBS.

Thu(6) - NBC(Ch4) 9-10pm; DEBUT - Jack Haley Show; from WNBT to E&MW Nets; MC Jack Haley in a comedy-variety program with variety guests; Kay Kyser summer replacement; Sponsor - Ford Dealers of America; Agency - J.Walter Thompson; Packager - MCA; Producer - Sylvia Friedlander MCA; Director - Coby Ruskin MCA.

Fri(7) - CBS(Ch2) 8:30-9pm; DEBUT - Detective's Wife; from WCBS-TV to E&MW Nets; comedy-mystery series with Lynn Bari, Donald Curtis & others; "Man Against Crime" summer replacement; Sustaining; Packager - Television Production Associates; Director- Frank Schaffner CBS; Writer - Milt Lewis.

Fri(7) - CBS(Ch2) 9-10pm; DEBUT - Songs For Sale; from WCBS-TV to E&MW Nets; MC Jan Murray introduces songwriters with unpublished works; with singers Rosemary Clooney & Tony Bennett, panel of guest judges, Ray Bloch & Orchestra; Sustaining; Prod-Dir - Herb Moss.

NBC(Ch4) 5:30-6pm; CHANGE - Howdy Doody; from WNBT to E&MW Nets; 5:30-6pm Monday through Friday; Children's show with MC Bob Smith & puppet Howdy Doody picks up Minute Maid Concentrated Frozen Juices as sponsor for 2nd segment Fridays (8 weeks); Agency - Ted Bates.

THIS WEEK'S TIME CHANGES

CBS -- Starlight Theater now 8-8:30pm Mondays.
NBC -- Wendy Barrie Show now 7:30-7:45pm Monday, Wednesday & Friday.
Zoo Parade now 4:30-5pm Sundays.
WOR -- Bowery Music Hall now 8-9pm Tuesdays.

LAST WEEK'S ARRIVALS

CBS -- Garry Moore Show debuted from WCBS-TV to E&MW Nets; 7-7:30pm Monday though Fri simulcast; informal variety show with MC Garry Moore; Sustaining; Producer - Herb Sanford CBS; Director - Ken Redford CBS.

DuM -- Hazel Scott Show debuted from WABD to E&MW Nets; 7:45-8pm Monday, Wednesday & Friday; musical program with pianist Hazel Scott adds Monday & Friday segment and goes network; Sponsor - Sitroux Tissues (Wednesday); Agency - Franklin Bruck; Supervisor - Stan Lee, Bruck; Director - Barry Scheer DuM.

DuM -- Joan Edwards Show debuted from WABD to E&MW Nets; 7:45-8pm Tuesdays & Thurs; musical show with singer Joan Edwards & guests; Sust; Dir - Dick Sandwick DuM.

WOR -- Joyce Mathews Show debuted on WOR-TV local; 8:30-8:45pm Saturdays; Joyce Mathews & celebrity guests; was on WCBS-TV; Participations - Lovelite Products; Packager-Producer - Lester Wolff; Directors - Wolff, Jack Lyman of Wolff.

WOR -- Never Never Land debuted on WOR-TV local; 5:30-6pm Fridays; folk tales from other lands told by Kay Marwig; with children acting out folk stories & singer-guitarist Paul Bain; Sustaining; Packager - Kramer Productions.

FUTURES

July 9 Billy Boone And Cousin Kib debuts from WCBS-TV to E&MW Nets; 6:30-7pm Sun; children's program with quiz questions, games, cartoon adventure stories conducted by MC Kib Colby; summer replacement for "Mr. I. Magination"; Packager - Kib Colby; Sustaining.

July 10 Your Lucky Strike Hit Parade debuts from WNBT to E&MW Nets; 9-9:30pm alternate Mondays; alternates with "Lights Out"; series of 4 telecasts of TV version of AM show; with singer Eileen Wilson, dancers Fosse & Niles, Raymond Scott's Orchestra & others; Sponsor - Lucky Strike; Agency - BBD&O.

Fall Colgate Variety Show debuts from WNBT to E&MW Nets; 8-9pm Sundays; Untitled variety show with Fred Allen, Eddie Cantor & two other headliners who will rotate as MC's, each appearing every fourth week; Sponsor - Colgate-Palmolive Peet Co; Supervisor - Pat Weaver NBC.

PROGRAM	NET	TIME	GUESTS
			MONDAY JULY 3
Starlight Theater	CBS	8-8:30pm	Much Ado About Spring; original by Hannah Grad Goodman; with Ernest Truex, Sylvia Field, Joseph Sweeney, Jane Hoffman, Kenneth Forbes, Shirley Standlee, Elizabeth York, Richard Holland, Maurine Zollman
Voice Of Firestone	NBC	8:30-9pm	Thomas L. Thomas, baritone
Who Said That	NBC	10:30-11pm	James A. Farley, Ilka Chase, H. V Kaltenborn
			TUESDAY JULY 4
Armstrong Circle Theater	NBC	9:30-10pm	The Skyrocket; original by Cameron Hawley with Jay Meredith, Ed Begley, Jane Seymour, James Stephens, Andy Duggan, Dorothy Steele
Broadway Open House	NBC	11-12mid	Jerry Lester, MC
Cavalcade Of Bands	DuM	9-10pm	Ray McKinley & Band, Buddy Lester, Billy Williams Quartet, Gloria LeRoy, dancer; Lewis & Van, tap dancers
Eloise Salutes The Stars	DuM	7:30-7:45pm	Charlton Heston, actor; Butch Cavell, actor
Ed Wynn Show	CBS	9-9:30pm	Mack Sennett's Original Keystone Cops
Joan Edwards Show	DuM	7:45-8pm	Lanny Ross, tenor
OKay Mother	DuM	1-1:30pm	June Earing, swimmer
Sure As Fate	CBS	8-9pm	Tremolo by Ernest Borneman; adapted by Mel Goldberg; with Paul Lukas, narrator; John McQuade, Mary Patton, Luella Gear, Bobby Nick, Howard Wierum, Ruth Hammond
Vanity Fair	CBS	4:30-5pm	Basil Rathbone, Betty Forsling, radio-television editor of "Newsweek"
The Web	CBS	9:30-10pm	The Twelfth Juror by Vincent Starrett; adapted by Charles Robinson; with Robert Pastene, John Shay, Edith King, Ann Minot, Cara Williams, Leona Powers, Cliff Hall, Arthur O'Connell, Rudolph Watson

PROGRAM	NET	TIME	GUESTS
WEDNESDAY JULY 5			
Broadway Open House	NBC	11-12midnght	Morey Amsterdam, MC
Cameo Theater	NBC	8:30-9pm	Correction by C. L. Hutchings; adapted by Ethel Frank; with Wesley Addy, Richard Barrows, Phil Faversham, Don Appel, Bill Windom, Jane Murray, Ralph Simone, Annita Webb, John Adair, Sandy Kenyon
Godfrey & Friends	CBS	8-9pm	Frank Parker, tenor; Leo DeLyon, comic
Kraft Theater	NBC	9-10pm	Jeannie by Aimee Stewart; adapted by Howard Lindsay; with Elizabeth Ross, Mercer McLeod, Warren Burmeister, Dan Morgan
Vanity Fair	CBS	4:30-5pm	J. H. Cuthbertson, glassware expert
Wendy Barrie Show	NBC	7:30-7:45pm	John Crosby, radio & television columnist
THURSDAY JULY 6			
Alan Young Show	CBS	9-9:30pm	Anita Gordon, singer
Broadway Open House	NBC	11-12midnght	Jerry Lester, MC; Jane Harvey, singer
Joan Edwards Show	DuM	7:45-8pm	Jan Murray
Little Show	NBC	7:30-7:45pm	Sandra Deel, singer
Jack Haley Show	NBC	9-10pm	Janis Paige, singer; Continentals, dancers; Mellowlarks, singers; Arthur Mahoney Dancers
Vanity Fair	CBS	4:30-5pm	Ann Delafield, director, DuBarry Success School
FRIDAY JULY 7			
Broadway Open House	NBC	11-12midnght	Jerry Lester, MC; David Street, singer
Vanity Fair	CBS	4:30-5pm	Robert Garland, drama critic, "NY Journal American"
Alan Dale Show	CBS	11-11:30pm	Toni Arden, singer
Songs For Sale	CBS	9-10pm	guest panelists: Joan Edwards, singer; Johnny Johnston, singer; Jack Robbins, music publisher; Martin Bloch, conductor
We Take Your Word	CBS	8-8:30pm	Faye Emerson

[illegible]

AMERICAN BROADCASTING COMPANY - 30 Rockefeller Plaza - CI 7-5700

WJZ-TV(Ch 7) Studios: 7 West 66th Street - TR 3-7000

Theaters: Ritz--219 W. 48 St; Vanderbilt--148 W. 48 St; 58th St Thea--202 W. 58 St

EXECUTIVES:

Mark Woods	- Vice-Chairman, Bd Of Dir
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Paul Mowery	- Natl Dir of Prog Sales
Robert Saudek	- VP, Public Affairs
Thomas Velotta	- VP, News & Specl Events
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Burke Crotty	- Executive Producer
Charles Holden	- TV Prod Mgr
Richard Rawls	- Station Relations
Slocum Chapin	- Time Sales
Earl Mullin	- Net Press Relations
Arthur Donegan	- Asst Mgr, TV Press

WJZ-TV

Clarence Doty	- General Manager
Earl Salmon	- Sales Manager

PRODUCTION HEADS:

Alex Stronach	- Natl Dir,TV Prog Opn
Ward Byron	- Asst Program Directo
Nat Fowler	- Film Department Head
James McNaughton	- Art Director, Sets

DIRECTORS:

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Fred Carr
Marshall Diskin
Robert Doyle
Babette Henry
Edward Nugent
Court Stee
Alex Segal
Ted B.Sill

ASSOCIATE DIRECTORS:

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Harold Friedman
Leslie Gorall
Jeffrey Hayden
Herman Liveright
Priscilla Lombard
Edward Nathanson
Seymour Robbie
Perry Smith
Gertrude Tipper

* * *

DUMONT TELEVISION NETWORK - 515 Madison Avenue - MU 8-2600

WABD(Ch 5) Studios: 515 Madison Avenue & John Wanamaker--Astor Pl - MU 8-2600

Theater: Adelphi--150 W. 54 St.

EXECUTIVES

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Edward P.Carroll	- Mgr,Teletranscriptions
Mel Goldberg	- Net Research Director
Jack C. Lewis	- Dir Sales Prom & Adv
Joseph Merkle	- Mgr,Station Relations
Andrew Jaeger	- Mgr, Film Department

DIRECTORS, ASSISTANT DIRECTORS AND ASSOCIATES:

Frank Bunetta
Pat Fay
William Marceau
Paul Rosen
Don Rosenquest
Arnold Nocks
Richard Sandwick
Larry White
Harry Coyle
Jim Fitzgerald
Barry Shear
Wesley Kenny

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** ROSS REPORTS newest COMMERCIALS SURVEY is just out. This 30-page study includes a list of producers & the commercials they have on Television now.....a list of Advertisers with commercials on TV with data as to Agency, number, type, length, producer.....plus a week's Spot Check of commercials on six NYC TV Stations. ORDER NOW!

COLUMBIA BROADCASTING SYSTEM - 485 Madison Avenue - Pl 5-2000

WCBS-TV(Ch 2) - Studios: 15 Vanderbilt Avenue & Liederkrantz Hall--111 East 58 St.
Theaters: #3--1697 Broadway; #51--109 West 39 Street; #52--254 West 54 Street.

EXECUTIVES:

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Harry S. Ackerman - Exec Head of Prodn
David Sutton - General Sales Mgr
Allan Parr - TV Program Manager
Richard J. Redmond - Dir, CBS-TV Gen Opns
Edmund Chester - Director of News
Walter"Red"Barber - Director of Sports

PRODUCTION:

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Henry White - Assoc Dir TV Programs
Herbert Sanford - Executive Producer
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Jackson Green - Asst Prodn Mgr
John DeMott - Special Effects
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Albert A. Ostrander - Scenic Designer
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SALES DEPARTMENT:

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G.J. Arkedis - Western Sales Mgr
Hermini Traviesas - Sales Service Manager

PRODUCERS:

Worthington C. Miner - Mgr, CBS-TV Program Development
Gilbert Fates - Supervising Dir, CBS-TV Daytime Programs
Barry Wood - Production Supervisor, CBS-TV Musical Shows
Marlo Lewis
Ed Sullivan

PRODUCER-DIRECTORS:

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Wyllis Cooper
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Hal Gerson
Walter Hart
Franklin Heller
Don Hewitt
Theodore Marvel
Ralph Nelson
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Lela Swift
Saunders Thomas

WCBS-TV

Richard Swift - General Manager
George Dunham - Sales Manager
Richard Doan - Program Manager
Rod Mitchell - Production
Bill Patterson - Production

WPIX(Ch 11) - The Daily News Station - 220 East 42nd St - MU 2-1234

EXECUTIVES:

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PRODUCTION:

John McClay - Dir of Opns
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DIRECTORS:

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Ted Estabrook
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Cledge Roberts

NATIONAL BROADCASTING COMPANY - 30 Rockefeller Plaza - CI 7-8300

WNBT(Ch 4) Studios: 30 Rockefeller Plaza & 105-55 E. 106 St - CI 7-8300

Theater: International--5 Columbus Circle

EXECUTIVES:

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Josef Dine	- Director, Press
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WNBT

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John Chapin	- Director
Dwight Hemming	- Director
Ivan Reiner	- Director
Richard Schneider	- Director
Alfred Scott	- Director

PRODUCTION:

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Frederic W.Wile,Jr	- Dir of TV Prodn
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Robert Montgomery	- Executive Prod
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Adolph J.Schneider	- Mgr of Operations
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William Corrigan
Vince Donahue
Gordon Duff
Clark Jones
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Kingman T. Moore
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Robert Rippen
Douglas Rodgers
Lawrence Schwab
Garry Simpson

ASSISTANT DIRECTORS:

Lewis Brown
John Dillon
Jacques Hein
Don Hillman
John Mills
Norman Morgan
Thomas Ward

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WOR-TV(Ch 9) - 1440 Broadway - LO 4-8000

Studios: New Amsterdam Roof Theater - 214 W. 42 St; TV Center - 20 W. 67 St.

EXECUTIVES

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Robert Mayo	- Sales Mgr, WOR-TV
Norman Livingston	- Dir,Comm'l Prog Opns
Joseph Creamer	- Adv & Promotion
Robert Hoffman	- Research Director
Robert Blake	- Publicity Director
Barbara Frost	- Television Press

PROGRAMMING

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Irving Pasternack	- Art Director
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Roy Meredith	- Sports Prodn Mgr
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Roger Bower	- Director
Mende Brown	- Director

Ross Reports

ON TELEVISION PROGRAMMING

Wallace A. Ross, Publisher

Editor: Gerson Miller
Research: Elliot Alexander
Research: Elwood M. Doudt
Research: Nicholas Gordon
Circulation: Helen Rosenau

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JUNE 1950

VOLUME 2, NUMBER 4

- **Complete Breakdown Analyses by Category of every Network and local NYC Program.**
- **Directory to Stations, Agencies, Producers, Station Reps . . . Names, Addresses, Telephones.**
- **Alphabetical Index of All Programs.**
- **Sponsor and Program Arrivals, Departures, Futures.**

NEXT MONTH

- **Packaging — A Study of Network, Ad Agencies, Independent Packagers and Others—their history, methods, successes and prospects.**
- **Television News Coverage**
- **Programming Trend Analysis**
- **Summer Hiatus Study . . . Network Personnel List**

551 FIFTH AVENUE • NEW YORK 17, NEW YORK • MURRAY HILL 2-5910

FUTURES

June 20 NBC Feature Playhouse debuts from WNBT to E&MW Nets; 8-9pm Tuesdays; top J.Arthur Rank films (until Sept 12); summer replacement for "Texaco Star Theater"; Sustaining

June 22 ABC Showcase debuts from WJZ-TV to E&MW Nets; 9-9:30pm Thursdays; a summer series of light variety revues and dramatic offerings that will differ in format each week; Sustaining; summer replacement for "Blind Date"

June 25 UN Stamp Club debuts on WNBT local; 11:45-12 noon Sundays; interviews and enlargements of stamps with stamp collectors from UN who will tell the story of the stamp; Sustaining

June 26 Ford Movie Night debuts on WOR-TV local; 7:30pm to sign-off Mondays; (WOR-TV changes schedule to Monday - Saturday); 7:30pm comedy short; then western film; 8:45pm J.Arthur Rank feature film; then top views in sports; Sponsor - Ford Dealers; Agency - J.Walter Thompson

June 27 Little Show debuts from WNBT to E&MW Nets; 7:30-7:45pm Tuesdays & Thursdays; musical variety program with host John Conte and a guest vocalist or dancer; Sponsor - Van Camp's Foods; Agency - Calkins & Holden,McC,Carlock & Smith.

July 2 By Popular Demand debuts on CBS-TV; 7:30-8pm Sundays; a variety show with MC Robert Alda; Sustaining; summer replacement for "This Is Show Business"

July 2 Comedy Theater debuts from WCBS-TV to E&MW Nets; 9:15-9:45pm Sundays; half hour comedy series; Packager - World Video; Producer - Donald Davis with Dorothy Mathews,WV; Director - David Pressman,WV; Sustaining

July 3 Meet Corliss Archer debuts from WCBS-TV to E&MW Nets; 9:30-10pm Mondays; cast not set in family situation comedy series; Packager - James Saphier; summer replacemant for "The Goldbergs"; Sustaining

July 3 THe Ransom Sherman Show debuts from WNBQ Chicago to E&MW Nets; 7-7:30pm Mondays-Fridays; starring Ransom Sherman with comedy cast, singers, actors and the Art Van Damme Quintette;variety format based on Sherman's radio show of yesteryear "Club Matinee"; Sustaining; summer replacement for "Kukla, Fran And Ollie"; Sustaining

July 4 The Web debuts on WCBS-TV; 9:30-10pm Tuesdays; dramatic series; Sponsor - Embassy Cigarettes (beginning July 11); Agency - Geyer, Newell and Ganger; Packager - Todman & Goodson; (Aug 29 moves to 10:30-11pm Tues) -more Pg 4 -

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THIS ISSUE

DIRECTORY

(Listings cover only those firms carried in the Monthly Program Breakdown.....)

ADVERTISING AGENCIES WITH PROGRAMS ON TELEVISION IN NEW YORK

Murray Director	527 Fifth	MU 7-3669
And'n,Davis,Platte	488 Madison	PL 3-5200
Atlas	1457 B'way	BR 9-5166
N.W. Ayer	30 Rock Pl	CI 6-0200
Ted Bates	630 Fifth	CI 6-9700
BBD&O	383 Madison	EL 5-5800
Benton & Bowles	444 Madison	MU 8-1100
Berm,Castl & Pierce	136 East 38	LE 2-7550
Biow	9 Rock Pl	PL 7-4100
Bobley	9 West 57	PL 9-7272
Blaine-Thompson	234 West 44	LO 4-0800
Brisacher,Wheeler	140 East 39	OR 9-4960
Brooke,Sm,Fr & Dorr	52 Vanderb't	MU 6-1800
Franklin Bruck	1270 Sixth	CI 7-7660
Buchanan	1501 B'way	BR 9-7900
Leo Burnett	743 Fifth	PL 9-7552
Calkins & Holden,etc	247 Park	PL 5-6900
Campbell-Ewald	1 East 57	MU 8-3190
Casler,Hemp & Han	33 West 42	LO 5-2921
Cayton	350 Fifth	BR 9-0390
Cecil & Presbrey	247 Park	PL 5-8200
Arnold Cohan	101 West 55	PL 7-7730
Compton	630 Fifth	CI 6-2800
Cunningham & Walsh	40 East 34	MU 3-4900
Dance-Fitz-Sample	347 Madison	OR 9-0600
D'Arcy	515 Madison	PL 8-2600
Doh'y,Clif'd,Shen	350 Fifth	BR 9-0445
Donahue & Coe	1270 Sixth	CO 5-4252
Ellington	535 Fifth	MU 7-4300
William Esty	100 East 42	MU 5-1900
Federal	385 Madison	MU 8-4200
Foote,Cone & Beld'g	247 Park	PL 5-6600
Gardner	9 Rock Pl	CO 5-2000
Getschal & Richard	49 East 51	PL 9-1332
Geyer,Newell & Gan	745 Fifth	PL 5-5400
Gibraltar	17 East 45	MU 7-7896
Grant	350 Fifth	BR 9-6100
N.C. Greenfield	570 Seventh	LO 4-4464
Grey	166 West 32	CH 4-3900
Gunn-Mears	1475 B'way	BR 9-2900
Hew,Ogil,Ben,Math	345 Madison	MU 9-2510
Hicks & Greist	420 Lex	MU 3-9135
Huber Hoge	699 Madison	TR 9-0800
Charles Hoyt	551 Fifth	MU 2-2000
Hutchins	16 West 46	PL 7-8526
Kas,Far,Ches,Cl	274 Madison	OR 9-4440
Kenyon & Eckhardt	247 Park	PL 3-0700
Klores & Carter	129 West 52	PL 7-6860
Kudner	630 Fifth	CI 6-3200
Al Paul Lefton	521 Fifth	VA 6-4340
Len'n & Mitchell	17 East 45	MU 2-9170
Marsch'k & Pratt	535 Fifth	VA 6-2022
J.M. Mathes	122 East 42	LE 2-7450
Maxon	12 East 53	PL 9-7676
McCann-Erickson	50 Rock Pl	JU 6-3400
Emil Mogul	250 West 57	CO 5-2482
C.L. Miller	521 Fifth	MU 2-1010
Moore & Hamm	7 East 35	OR 9-4100
Moss Associates	415 Lex	MU 7-7377
Paris & Peart	370 Lex	MU 9-2424
Peck	400 Madison	PL 3-0900
Pedlar & Ryan	250 Park	PL 5-1500
Product Adv Corp	215 Fourth	OR 7-2552
F.D. Richards	10 Rock Pl	JU 6-5400
Arthur Rosenberg	570 Seventh	CH 4-4420
Ruthrauff & Ryan	405 Lex	MU 6-6400
Ben Sackheim	2 West 59	PL 9-5141
State Adv	116 Flatbush	UL 5-4629
Sternf'ld-Godley	280 B'way	BA 7-3030
Sul,Stau,Col,Bay	437 Fifth	OR 9-2500
J.D. Tarcher	630 Fifth	CI 6-2626
J.Walter Thompson	420 Lex	MU 3-2000
Van Diver & Crowe	330 West 42	LO 4-3476
Warwick & Legler	230 Park	MU 6-8585
Weintraub	488 Madison	MU 8-3901
Weiss & Geller	400 Madison	PL 3-4070
Young & Rubicam	285 Madison	MU 9-5000

STATION REPRESENTATIVES

Avery-Knodel	565 Fifth	PL 3-6513
Barnard & Thompson	299 Madison	MU 2-0117
Blair TV	100 Park	MU 6-6263
The Bolling Co	480 Lex	PL 9-8150
The Branham Co	230 Park	MU 6-1860
Donald Cooke	551 Fifth	MU 2-7270
Harr,Righter,Parson	270 Park	MU 8-1185
Free & Peters	444 Madison	PL 9-6022
Headley-Reed	420 Lex	MU 3-5467
Geo.Hollingbery	500 Fifth	OR 9-2660
The Katz Agency	488 Madison	PL 9-4460
Robert Meeker	521 Fifth	MU 2-2170
John E. Pearson	250 Park	PL 8-2255
Edward Petry	488 Madison	MU 8-0200
Paul H. Raymer	366 Madison	MU 7-6540
Weed	350 Madison	MU 7-7772
Adam Young Jr.	22 East 40	MU 9-0006

INDEPENDENT PRODUCERS WITH PROGRAMS ON TELEVISION IN NEW YORK

Jack Barry	104 East 40	MU 9-6199
Basch Prods	17 East 45	MU 2-8877
Albert Black	1650 B'way	CO 5-4401
Milton Blackstone	1697 B'way	JU 6-2756
Louis G. Cowan	485 Madison	PL 9-3700
Jerry Fairbanks	157 East 69	TR 9-3352
Fenton Prods	40 East 49	PL 9-8266
Hardie Freiberg	270 Park	MU 8-0230
Allen Funt	100 CPS	JU 6-5227
Gainsborough Assoc	234 West 44	CH 4-0626
Godfrey Prods	485 Madison	PL 5-2000
Harry S. Goodman	19 East 53	PL 5-6131
Martin Goodman	Warwick	JU 6-1180
Goodson-Todman	CBS 485 Mad	PL 5-2000
Harvey & Howe	500 Fifth	WI 7-2000
West Hooker	2 West 46	JU 2-3026
Int'l Tele-Film	331 Madison	MU 7-7306
Charles Irving	130 East 61	TE 8-7023
Carol Irwin	277 Park	PL 5-7244
Robert Jennings	53 West 53	CI 6-7020
Martin Jones	Pk Sheraton	JU 6-1120
Richard Kollmar	229 West 42	WI 7-0771
Ken Later	Warwick	PL 7-6964
Ted Lloyd	610 Fifth	CI 7-6200
Phillips H. Lord	501 Madison	PL 5-2211
Layton-Stark	551 Fifth	MU 7-6320
Sam Levene	1440 B'way	PE 6-9600
Lester Lewis	1 Christphr	WA 4-8582
Harvey Marlowe	33 East End	TR 9-1482
Masterson,Reddy,Nel	745 Fifth	PL 9-1120
MCA Artists Ltd	598 Madison	PL 9-7500
Modell-Harbuck	7 West 66	TR 3-7000
Wm Morris Agcy	1270 Sixth	CI 7-2160
Carlton E. Morse	NBC Rm 688	CI 7-8300
Herbert M. Moss	100 West 55	CO 5-1661
Nasht Prods	1 East 53	MU 8-3323
Persons Prods	1444 Beach	UN 3-2652
P.R.B. Prods	745 Fifth	MU 8-1067
Prockter Prods	221 West 57	JU 6-4360
Monte Proser	Algonquin	MU 7-4400
Reemack Prods	527 Fifth	MU 7-7979
Martha Rountree	570 Lex	PL 5-7770
Kermit Schaefer	112 East 37	MU 9-4628
George Scheck	1697 B'way	CO 5-9119
Bernard Schubert	509 Madison	MU 8-0944
Arthur Schwartz	1501 B'way	PE 6-7440
Addison Smith	104 East 37	LE 2-3548
Henry Souvaine	30 Rock Pl	CI 7-5666
Martin Stone	4 West 58	MU 8-0585
Douglas Storer	1270 Sixth	CI 7-6325
Irvin P. Sulds	654 Madison	TE 8-7025
Talent Assoc	38 East 57	PL 3-1030
Tel-Air Assoc	366 Madison	VA 6-3417
Telenews	630 Ninth	JU 6-2450
Teleshows	515 Madison	PL 3-5181
Transamerican	1 East 54	PL 5-9800
Vinlaw	509 Madison	EL 5-0734
Visual Arts Prod	2 West 46	LU 2-4047
Blair Walliser	25 Tudor Cty	MU 5-4449
Ed Wolf Assoc	420 Madison	PL 5-7620
World Video	15 East 47	PL 9-3870
Frederic Ziv	488 Madison	MU 8-4700

LOCAL STATIONS AND NETWORKS

ABC		
General Offices	30 Rock Pl	CI 7-5700
Studios	7 West 66	TR 3-7000
Theaters (CI 7-5700)	Ritz	219 W. 48
	Vanderbilt	148 W. 48
	58th St	202 W. 58
CBS		
General Offices	485 Madison	PL 5-2000
Studios	15 Vanderbilt & Lieder-krantz Hall,	111 E. 58
Warehouse	418 East 54	PL 5-2000
Theaters	#3	1697 B'way
	#51	109 W. 39
	#52	254 W. 54
WPIX		
Offices & Studios	220 East 42	MU 2-1234
DuMONT		
General Offices	515 Madison	MU 8-2600
Studios	515 Madison	MU 8-2600
	John Wanam'r	Astor Pl
Theater	Adelphi	150 W. 54
NBC		
Offices-Studios	30 Rock Pl	CI 7-8300
Studios	105-55 E.106	CI 7-8300
Central Shop	533 West 56	CI 7-8300
Theater	Internat'l	5 Col Cir
WOR-TV		
General Offices	1440 B'way	LO 4-8000
TV Center	20 West 67	LO 4-8000
Theater	Amsterdam Rf	214 W. 42

DIRECTORY (more)

PRODUCERS OF COMMERCIALS ON TELEVISION IN NEW YORK

Animation House	New Rochelle	2-8124
Animated Prods	1600 B'way	CO 5-2942
Apex	38 East 57	PL 8-2885
Archer Prods	35 West 53	JU 6-2690
Audio Prods	630 Ninth	CO 5-6771
Caravel Films	730 Fifth	CI 7-6111
Charter Oak	516 Fifth	MU 2-3383
Concord Films	25 West 45	LU 2-1700
Shamus Culhane	207 East 37	MU 2-2533
Depicto Films	254 West 54	CO 5-7621
Frank Donovan	1775 B'way	CI 6-9670
Jerry Fairbanks	157 East 69	TR 9-3352
Famous Studios	25 West 45	LU 2-4500
J. Paul Fennell	40 East 40	MU 9-4268
Film Graphics	245 West 55	JU 6-0083
Bud Gamble	129 East 58	EL 5-9135
Gen. Film Corp	25 West 45	LU 2-1700
Gray-O'Reilly	480 Lex	PL 3-1531
Jam Handy	1775 B'way	JU 2-4060
Fred Hankinson	15 West 46	JU 6-0133
Ben Harrison	245 West 55	PL 7-3217
Hartley Prods	20 West 47	JU 2-3960
Hile-Damroth	320 B'way	WO 4-2478
IMPS	515 Madison	EL 5-6620
Int'l Tele-Film	331 Madison	MU 7-9116
Bernard E. Karlen	630 Fifth	CO 5-8335
Herbert Kerkow	480 Lex	EL 5-5635
Walter Klee	245 West 55	PL 7-0524
Lewis Sound Films	71 West 45	LU 2-1322
Loucks & Norling	245 West 55	CO 5-6974
M.P.O. Prods	342 Madison	MU 7-8377
Murphy-Lillis	59 Park	MU 6-2142
Ted Nemeth	729 Seventh	CI 5-5147
Pathescope	580 Fifth	PL 7-5200
Princeton Films	629 Madison	MU 8-0840
RKO Pathe	625 Madison	PL 9-3600
Hal Roach	729 Seventh	CI 5-4135
Rockhill Radio	18 East 50	PL 9-7979
L.W.Roush	119 West 57	CO 5-6430
Sarra	200 East 56	MU 8-0085
Science Pictures	139 East 47	PL 3-5925
Screen Gems	729 Seventh	CI 5-5044
Seaboard Studios	157 East 69	RE 7-9200
Allan Smiler	Jackson Hts	IL 8-7604
Fletcher Smith	1585 B'way	JU 6-3950
Sound Masters	165 West 46	PL 7-6600
Special Purpose	44 West 56	JU 6-0020
Spectrolux TV	48 East 43	MU 5-6400
Bill Sturm	53 East 9	OR 7-7270
John Sutherland	60 East 42	MU 7-7815
Teletran	480 Lex	PL 3-6356
TV Cartoons	361 W.B'way	BE 3-7176
TV Features	480 Lex	PL 5-5714
Tempo	24 West 45	MU 7-9078
Paul Terry	New Rochelle	2-3466
Transfilm	35 West 45	LU 2-1400
Triangle Films	1697 B'way	CO 5-1403
20th Century-Fox	444 West 56	CO 5-3320
United World	1445 Park	TR 6-5200
Video Films	131 West 23	WA 4-6156
Video Varieties	41 East 50	MU 8-1162
Wilding Prods	385 Madison	PL 9-0854
Willard Films	45 West 45	LU 2-0430
Winik Films	625 Madison	PL 3-0684

FUTURES (Continued)

July 5 The Magnificent Menasha debuts on NBC-TV; 8-8:30pm Wednesdays; comedy situations with studio audience;starring Menasha Skulnik; Packager - Martin Goodman Prod; Writers - Louis Quinn & Matt Brooks; Sustaining

July 6 Musical Variety Show debuts from WJZ-TV to 20 Sta E&MW Nets; 9-9:30 Thurs; (for ten weeks); then switches to Sunday night; Sponsor - Arthur Murray Dance Studios; Agency - Huber Hoge; Director - Dave Davidow,Hoge

July 7 Songs For Sale debuts from WCBS-TV to E&MW Nets; simulcast; 9-10pm Fridays; hour-long vaudeville show with Jan Murray MC

July 23 Gene Autry Films debuts on CBS-TV Net; 7-7:30pm Sundays; series of westerns starring Gene Autry; first westerns made by a screen or radio artist only for television; Sponsor - William Wrigley Jr Co; Agency - Ruthrauff & Ryan

July 29 One Man's Family returns on NBC-TV; 8:30-9pm Wednesdays; Sponsor - Sweet-Heart Soap; Agency - Duane Jones; Packager-Producer-Writer - Carlton E Morse Producer - Richard Clemmer; Director- Edgar Kahn

 FUTURES (more on Pg 43)

A-ABC,C-CBS,D-DuM

PULSE RATINGS FOR MAY

N-NBC,P-PIX,W-WATV

MULTI-MARKET PULSE(MAY 1-7)

Texaco Star Thtr	N	55.2
Godfrey Tlnt Scts	C	42.6
Godfrey & Friends	C	40.8
Toast Of The Town	C	40.2
Stop The Music	A	34.5
The Goldbergs	C	33.0
Kraft TV Theater	N	31.8
Sat Night Revue	N	31.6
Fireside Theater	N	29.3
Studio One	C	28.2

NYC Pulse (May 1-7)

Texaco Star Thtr	N	62.3
The Goldbergs	C	44.2
Toast Of The Town	C	41.4
Godfrey Tlnt Scts	C	40.2
Studio One	C	34.7
Sat Night Revue	N	34.2
Philco Playhouse	N	32.2
Lights Out	N	32.0
Yanks vs Detroit	D	31.8
Godfrey & Friends	C	30.6

NYC MULTI-WEEKLY (May 1-7)

Howdy Doody	N	22.4
Yankee Baseball	D	19.8
Captain Video	D	14.4
Junior Frolics	C	13.6
Lucky Pup	W	13.3
Camel News	N	12.2
Kukla,Fran & Ollie	N	11.6
Children's Theater	N	10.8
Magic Cottage	D	10.4
Godfrey & His Uke	C	9.9

NIELSEN RATINGS

NATIONAL (Weeks Apr. 1-7, 15-21)

	No. TV Homes in U.S. Homes (000)
Texaco Star Theater	3,521
Godfrey and Friends	2,683
Toast Of The Town	2,266
Godfrey Talent Scouts	2,177
Philco Playhouse	2,002
Stop The Music (Admiral)	1,912
Lone Ranger	1,836
Martin Kane	1,810
Stop The Music (Lorillard)	1,801
The Goldbergs	1,714

In cities where telecast % TV Homes

	HOMES (%)
Texaco Star Theater	77.7
Godfrey Talent Scouts	70.6
Bob Hope Show	57.6
Godfrey and His Friends	57.4
Toast Of The Town	55.1
Stop The Music (Admiral)	51.6
Stop The Music (Lorillard)	48.6
Gillette Cavalcade	45.1
Lone Ranger	44.8
Philco Playhouse	44.5

NYC (4 weeks ending May 13, 1950) Cross Section TV Homes 50 mile radius New York

Based on Evening, once-a-week programs that were telecast at least twice

	No. of Telecasts	Homes (%)	Homes (000)	TV Homes Using Sets at time of Telecast TV(%)	Radio(%)
Texaco Star Theater	4	70.0	878	82.6	9.6
Toast Of The Town	4	57.7	724	73.6	5.2
Godfrey Talent Scouts	4	56.3	706	77.0	3.9
Lights Out	4	42.4	532	76.0	4.6
Fireside Theater	4	41.7	523	77.3	8.6
Philco Playhouse	4	41.3	518	69.6	6.6
Man vs Crime	4	39.4	494	70.9	2.9
Godfrey & His Friends	4	38.2	479	69.1	5.5
Sat Night Revue	3	37.4	469	67.4	7.7
The Goldbergs	4	37.0	464	77.9	4.1

Note: Number of homes is obtained by applying the rating(%) to 1,254,000--the May 1, 1950 Nielsen Television Index estimate of total TV homes in the "New York" area.

NYC HOOPERATINGS (MAY)

Top 15 Evening Programs (New York City Only)

1. Texaco - Milton Berle
2. Godfrey Talent Scouts
3. Toast Of The Town
4. Godfrey & His Friends
5. Lights Out
6. Studio One
7. Sat Night Revue
8. Suspense
9. Philco TV Playhouse
10. The Goldbergs
11. Break The Bank
12. Fireside Theater
13. Silver Theater
14. Lone Ranger
15. Kraft TV Theater

DRAMATIC SHOWS

ABC

MYSTERIES OF CHINATOWN - from WJZ-TV to 4 sta E&MW Nets; 9-9:30pm Sundays; on film; kine at KECA-TV Hollywood; stories of San Francisco's Chinatown with Robert Bice, Cy Kendall & Ed McDonald; SUSTAINING; PRODUCER - Ray Buffum; DIRECTOR - Richard Goggin; MUSIC - Rex Koury; ON THE AIR - December 1949; CURRENT RATING - Net Pulse 7.1.

MY TRUE STORY - from WJZ-TV to E&MW Nets; 8:30-9pm Fridays; TV version of AM dramatic fiction series; SUSTAINING; PRODUCER-DIRECTOR-CASTING - Charles Powers ABC; WRITER - Margaret Sangster; SETS - Don Gilman ABC; REHEARSAL - 16 hours dry, 6 hour camera; ON THE AIR - May 5, 1950; CURRENT RATING - Net Pulse 7.4; AVAILABLE - approx $5500.

CBS

FORD THEATER - from WCBS-TV to 8 sta E&MW Nets; 9-10pm alternate Fridays; alternates with"The Play's The Thing;" adaptations of Broadway plays with stars; SPONSOR - Ford Motor Co (hiatus - July 7-Sept 1); AGENCY - Kenyon & Eckhardt; SUPERVISOR - Garth Montgomery,K&E; PRODUCER - Winston O'Keefe, K&E; DIRECTOR - Marc Daniels, K&E; SCRIPT ED - Eugene Burr, K&E; SCRIPTS - adaptations approx $500; CASTING - Marc Daniels & Winston O'Keefe, K&E; MUSIC - Guido Vandt; SETS - Sam Leve; COSTUMES - Paul DuPont & Eaves; REHEARSAL - 2 weeks dry, 12 hours camera; COMMERCIALS - Live - product display with models in "Ford Fashion Showroom;" film - product display by Princeton Films, Princeton, N.J. - 2 per show after acts I & II. ON THE AIR - October, 1948; CURRENT RATING - Net Pulse 24.7; PRODUCTION - approx $20,000.

MAN AGAINST CRIME - from WCBS-TV to 13 sta E&MW Nets; 8:30-9pm Fridays; "private eye" series stars Ralph Bellamy; SPONSOR - Camels (hiatus - June 30-Oct 6); AGENCY - William Esty; PRODUCER - Charles Russell,Esty; DIRECTORS - Melville Burke,Esty & Paul Nickell CBS; CASTING - Charles Campbell, Esty; WRITER - Lawrence Klee; MUSIC - Henry Sylvern; SETS - Ken Mapes CBS; COSTUMES - Eaves; REHEARSAL - 12 hours dry, 5 camera; COMMERCIALS - Film - open, middle & close - live action & animated; made by Transfilm; ON THE AIR - October 7, 1949; CURRENT RATING - Net Pulse 21.9; PRODUCTION - app $8000

THE PLAY'S THE THING - from WCBS-TV to 8 sta E&MW Nets; 9-10pm alternate Fridays; dramatic originals & adaptations with top professionals; SUSTAINING; PACKAGER - World Video; PRODUCER - Donald Davis, WV; DIRECTOR - David Pressman WV ; SCRIPT ED - Dorothy Matthews WV; SCRIPTS - adaptations approx $425; CASTING - Donald Davis WV; SETS-Leo Kerz CBS; COSTUMES - Eaves; REHEARSAL - 45 hours dry, 5 camera; ON THE AIR - September 1948; RATING - February Net Pulse 17.5 ;* AVAILABLE - $3500; DEPARTS - June.

SILVER THEATER - from WCBS-TV to 13 sta E&MW Nets & 2 non-interconnected; 8-8:30pm Mondays; dramatic originals & adaptations with stars; filmed in Hollywood by Jerry Fairbanks; SPONSOR - International Silver Co (hiatus-July 3--); AGENCY - Young & Rubicam; PRODUCER-DIRECTOR - Frank Telford Y&R; SCRIPT ED - George Panetta Y&R;SCRIPTS - original approx $500; adaptations approx $300; REHEARSAL - 20 hours dry, 5 camera; COMMERCIALS - open,middle & close - live product display with announcer Richard Stark; ON THE AIR - October 1949; CURRENT RATING - Net Pulse 26.9; PRODUCTION - approx $8500.

STAGE 13 - from WCBS-TV to E&MW Nets; 9:30-10pm Wednesdays; dramatic mystery series; SUSTAINING; PRODUCER-DIRECTOR - Wyllis Cooper CBS; CASTING - Eleanor Kilgallen CBS; WRITER - Wyllis Cooper; MUSIC - Fred Feibel; SETS - Brad Ashworth CBS; REHEARSAL - 20 hours dry, 6 camera; ON - April 2 1950; CURRENT RATING - Net Pulse 7.9; AVAIL-$8000

RATINGS are by Pulse for May; Cities are NY,Phila,Boston,Chicago, Cincinati, Washington, Los Angeles, Cleveland & Dayton. Ratings do not necessarily represent all 9 cities, only those carrying the program. Asterisk * indicates last rating we have.

CBS

STARLIGHT THEATER - from WCBS-TV to E&MW Nets; 7-7:30pm Sundays; dramatized stories of romance; SUSTAINING; PRODUCER - Robert Stevens CBS; DIRECTORS - Robert Stevens & John Peyser CBS; SCRIPT ED - Arthur Heineman CBS; SCRIPTS - originals approx $250; adaptations approx $200; CASTING - Stevens, Eleanor Kilgallen CBS; SETS - Nelson Baume CBS; REHEARSAL - 20 hours dry, 6 camera; ON THE AIR - April 2, 1950; CURRENT RATING - Net Pulse 10.1; AVAILABLE - approx $8100.

STUDIO ONE - from WCBS-TV to 19 sta E&MW Nets & 22 kine; 10-11pm Mondays; names & supporting players in dramatic originals & adaptations; SPONSOR - Westinghouse; AGENCY - McCann-Erickson; SUPERVISOR - Lee Cooley M-E; PRODUCER - Worthington Miner CBS; DIRECTORS - Frank Schaffner & Paul Nickell CBS; SCRIPT ED - Arthur Heineman CBS; SCRIPTS - originals approx $700; adaptations approx $300-$400; CASTING - Robert Fryer CBS; SETS - William Cecil CBS; COSTUMES - Eaves; REHEARSAL - 2 weeks dry, 14 camera; COMMERCIALS - 2 live product display with Betty Furness & Robert Dixon after acts I & II; close - live action educational type film made by Fletcher Smith; ON THE AIR - November 1948; Net Pulse 28.2; PRODUCTION - approx $12000; hiatus not set.

SUSPENSE - from WCBS-TV to 18 sta E&MW Nets & 1 kine; 9:30-10pm Tuesdays; dramatic originals & adaptations with names & supporting players; SPONSOR - Electric Auto-Lite (hiatus - July 4-August 22); AGENCY - Cecil & Presbrey; SUPERVISOR -George Foley C&P; PRODUCER-DIRECTOR - Robert Stevens CBS; SCRIPT ED - Arthur Heineman CBS; SCRIPTS - originals approx $200-$300; adaptations approx $200; CASTING - Eleanor Kilgallen CBS; SETS - William Eckhardt CBS; COSTUMES - Eaves; REHEARSAL - 30 hours dry, 6 camera; COMMERCIALS - open, middle & close; films - stop motion & animation by Film Graphics & Depicto; animation by Fennell; ON THE AIR - March 1949; CURRENT RATING - Net Pulse 28.1; PRODUCTION - approx $8000.

THE TRAP - from WCBS-TV to E&MW Nets; 9-10pm Saturdays; dramatic series deals with individuals trapped physically & psychologically; SUSTAINING; PRODUCER - Franklin Heller CBS; DIRECTORS - Byron Paul & Yul Brynner CBS; SCRIPT ED - Elizabeth Bullock CBS; SCRIPTS - originals approx $500-$700; adaptations approx $350-400; CASTING - Heller & Eleanor Kilgallen CBS; SETS - Henry May CBS; COSTUMES - Brooks,Eaves;MUSIC-Fred Feibel; REHEARSAL - 30 hours dry, 12 camera; ON THE AIR - April 2, 1950; CURRENT RATING - Net Pulse 9.7; AVAILABLE - approx $16,500.

DuMONT

CHICAGOLAND PLAYERS - WGN-TV Chicago to 4 sta E&MW Nets; 8-8:30pm Sundays; dramatized mysteries; SUSTAINING; DIRECTOR - Ernest Lukas WGN; ON THE AIR - Sept 1949; CURRENT RATING - Net Pulse 6.5.

FAMOUS JURY TRIALS - from WABD to 3 sta E&MW Nets & 15 kine; 9-9:30pm Wednesdays; dramatized court cases; TV version of AM show; SPONSOR - NY Chevrolet Dealers (NY only); AGENCY - Campbell-Ewald; SUPERVISOR - John Coleman C-E; PACKAGER - Transamerican; PRODUCER - John L. Clark, Trans; DIRECTORS - Charles Harrell, Trans & Frank Bunetta DuM; WRITER - John Clark, Trans; CASTING - Charles Harrell; SETS - Rudy Lucek DuM; REHEARSAL - 16 hours dry, 8 camera; COMMERCIALS - open-flip cards with voice over; close - live with announcer Ron Rawson; ON THE AIR - October 1949; CURRENT RATING - Net Pulse 11.5; PRODUCTION - approx $3500; COSTUMES - Brooks.

AVAILABLE - refers to price at which show is offered for sale. PRODUCTION - figures are those at which a show is estimated to be operating when already sponsored (time not included). All are approximate figures and have been checked at the source - agency, network, packager.

DuMONT

HANDS OF DESTINY - from WABD to 2 sta E&MW Nets & 9 kine; 8-8:30pm Fridays; original mystery series; SPONSOR - NY Chevrolet Dealers (NY only); AGENCY - Campbell-Ewald; SUPERVISOR - Don Tompkins C-E; DIRECTOR - Frank Bunetta DuM; SCRIPT ED - Lynn Cleary DuM; CASTING - Elizabeth Mears DuM; MUSIC - Lew White; SETS - Rudy Lucek DuM; REHEARSAL - 18 hours dry, 7 camera; COMMERCIALS - open - live sponsor identification;close-live action & animated film by Archer Prods; ON THE AIR - September 1949; CURRENT RATING - Net Pulse 11.7; AVAILABLE - approx $3000 net.

THE PLAINCLOTHESMAN - from WABD to 4 sta E&MW Nets & 9 kine; 9:30-10pm Wednesdays; dramatized cases show crime detection methods; with Jack Orrison, Kenneth Lynch & others; SPONSOR - Harvester Cigars; AGENCY - Erwin,Wasey; SUPERVISOR - Richard Eastland EW; PACKAGER - Transamerican; PRODUCER - John L. Clark, Trans; DIRECTOR - William Marceau DuM; WRITER - Don Sanford, Trans; CASTING - William Marceau & Elizabeth Mears DuM; SETS - Rudy Lucek DuM; COSTUMES - Brooks; REHEARSAL - 16 hours dry, 6 camera; COMMERCIALS - Open - live action film, made by Leslie Roush; middle - live integrated; close - live & film; ON THE AIR - October 1949; CURRENT RATING - Net Pulse 12.9; PRODUCTION - approx $4500.

ROCKY KING, INSIDE DETECTIVE - from WABD to 4 sta E&MW Nets & 6 kine; 8:30-9pm Saturdays; comedy-mystery series features Roscoe Karns; SUSTAINING; PACKAGER - Stark-Layton; DIRECTOR - Dick Sandwick DuM; WRITERS - L. Menkin, C. Speer; CASTING - Elizabeth Mears DuM; MUSIC - Lew White; SETS- Rudy Lucek DuM; REHEARSAL - 10 hours dry, 5 camera; ON THE AIR - Jan 1950; CURRENT RATING - Net Pulse 6.0; AVAILABLE-ap $4300

NBC

BELIEVE IT OR NOT - from WNBT to 12 sta E&WM Nets; 8-8:30pm Thursdays; dramatized episodes from the files of Robert L. Ripley; SPONSOR - Ballantine; AGENCY - J.Walter Thompson; PACKAGER - Douglas Storer; PRODUCER - Harry Herrmann JWT; DIRECTOR - J. Fielder Cooke JWT; WRITER - Sam Carter; CASTING - Marion Dougherty JWT; SETS - John Lloyd NBC; COSTUMES - Brooks & Eaves; REHEARSAL - 17 hours dry, 5 camera; COMMERCIALS - open - film-animated with jingle, made by Sarra; middle-live with announcer Frank Gallop & film-animated jingle; close-film-animated jingle; ON THE AIR - March 1949; CURRENT RATING - Net Pulse 14.1; PRODUCTION - approx $10,000. Hiatus not set.

ARMSTRONG CIRCLE THEATER - from WNBT to E&MW Nets; 9:30-10pm Tuesdays; dramatic series with host Nelson Case features original scripts with name leads; SPONSOR - Armstrong Cork Co; AGENCY - BBD&O; SUPERVISOR - Hugh Rogers BBD&O; PRODUCER - Hudson Faussett NBC; DIRECTOR - William Corrigan NBC; SCRIPT ED - Phil Minis NBC; CASTING-Hudson Faussett, Martin Begley NBC; SETS - Bill Smith NBC; REHEARSAL - 20 hours dry, 6 camera; ON THE AIR - June 6,1950; COSTUMES - Brooks.

BIG STORY - from WNBT to 14 sta E&MW Nets & 12 kine; 9:30-10pm alternate Fridays; alternates with "The Clock;" dramatic episodes dealing with true experiences of newspapermen with narrator Robert Sloane; SPONSOR - Pall Mall; AGENCY - Sullivan, Stauffer, Colwell & Bayles; SUPERVISOR - Thomas Veitor SSC&B; PACKAGER - Prockter Productions; PRODUCER - Bernard Prockter; DIRECTOR - Charles E.Skinner,Prockter; WRITER - Arnold Perl; CASTING - Jerome Robinson,Prockter; MUSIC - Vladimir Selinsky; SETS - Paul Barnes NBC;COSTUMES - Brooks,Eaves; REH - 20 hours dry, 6 camera; COMMERCIALS-open, middle & close, live action and animated by Hal Roach; ON THE AIR - Sept 1949; RATING - March Net Pulse 22.4; PRODUCTION - approx $12,000. Program is part live,part on film shot on location.

NBC

CHEVROLET TELE-THEATER - from WNBT to 26 sta E&MW Nets & 14 kine; 8-8:30pm Mondays; stars and supporting players in dramatic originals and adaptations; SPONSOR - Chevrolet Motors (hiatus - June 26- August 28); AGENCY - Campbell-Ewald; SUPERVISOR - Alice Polver C-E; PRODUCER - Fred Coe NBC; DIRECTORS - Alan Neuman & Vincent Donahue NBC; SCRIPT ED - Maeve Southgate NBC; SCRIPTS - originals & adaptations approx $400-$500; CASTING - Bill Kaufman NBC; SETS - Elwell NBC; COSTUMES - Rose Bogdanoff NBC;Brooks; REHEARSAL-1 week dry, 8 hours camera; COMMERCIALS - 2 film - live action, voice over, made by Archer and Jam Handy; ON THE AIR - September 1948; CURRENT RATING - Net Pulse 14.1; PRODUCTION - approx $8500.

THE CLOCK - from WNBT to 15 sta E&MW Nets & 33 kine; 9:30-10pm alternate Fridays; alternates with "The Big Story;originals & adaptations of AM suspense plays with top professional talent; SPONSOR - Emerson Radio; AGENCY - Foote,Cone & Belding; SUPERVISOR - Roger Pryor FC&B; PRODUCER - Herb Swope NBC; DIRECTOR - Larry Schwab NBC; SCRIPT ED - John Gerstad NBC; SCRIPTS - originals approx $350; adaptations approx $200; CASTING - Swope, Schwab & Bill Kaufman NBC; SETS - Jim Russell NBC; COSTUMES-Elizabeth Gillan, Brooks & Eaves; REHEARSAL - 20 hours dry, 6 camera; COMMERCIALS - open, middle & close; live & film by Willard; ON THE AIR - May 1949; CURRENT RATING-Net Pulse 21.2; PRODUCTION - approx $7500.

COLGATE THEATER - from WNBT to 19 sta E&MW Nets; 8:30-9pm Sundays; dramatic originals & adaptations with professional talent; SPONSOR - Colgate; AGENCY - William Esty; PRODUCER - Charles Russell, Esty; DIRECTOR - Melville Burke, Esty; SCRIPT ED - William Stuart, Esty; SCRIPTS - originals approx $500; adaptations approx $400; CASTING - Charles Campbell, Esty; SETS - Jim Russell NBC; COSTUMES - Brooks & Eaves; REHEARSAL - 17 hours dry, 6 camera; COMMERCIALS - film, live & animated, voice over, made by Transfilm for Vel; live & animated, voice over,made by Sarra for Lustre Creme and Ajax Cleanser; ON THE AIR - Jan 1949; CURRENT RATING-Net Pulse 12.9; PRODUCTION - approx $7000; HIATUS - June 25 - August 27.

FIRESIDE THEATER - from WNBT to 20 sta E&MW Nets; 9-9:30pm Tuesdays; series of filmed short story classics & originals prepared especially for television; distributed by Bing Crosby Enterprises, Hollywood; SPONSOR - Proctor & Gamble; AGENCY - Compton; SUPERVISOR - Brewster Morgan, Compton; PRODUCER - Frank Wisbar, Crosby; COMMERCIALS - 3 film - live action with direct recording for Ivory, Duz & Crisco made by Special Purpose; additional Duz spots made by 20th Century-Fox & Shamus Culhane; ON THE AIR - April 1949; CURRENT RATING - Net Pulse 29.3(9); PRODUCTION - approx $10,000.

KRAFT TELEVISION THEATER - from WNBT to 20 sta E&MW Nets & 1 kine; 9-10pm Wednesdays; professional actors in Broadway originals & adaptations; SPONSOR - Kraft; AGENCY - J.Walter Thompson; PRODUCERS-DIRECTORS - Stanley Quinn & Maury Holland JWT; SCRIPT ED - Ed Rice JWT; CASTING - Robert Tucker JWT; SETS - Ken Mapes NBC; COSTUMES - Rose Bogdanoff NBC, Brooks & Eaves; REHEARSAL - 2 weeks dry, 7 hours camera; COMMERCIALS - open - flip cards with voice over by Ed Herlihy; live product demonstration of sliced cheeses after Acts I & II; ON THE AIR - May 1947; CURRENT RATING - Net Pulse 31.8(8); PRODUCTION - approx $11,500; NO HIATUS.

LIGHTS OUT - from WNBT to 18 sta E&MW Nets & 17 kine; 9-9:30pm Mondays; dramatic suspense show with narrator Frank Gallop; SPONSOR - Admiral; AGENCY - Kudner; SUPERVISOR - Frank Byrnes, Kudner; PRODUCER - Herb Swope NBC; DIRECTORS - Kingman Moore & Albert McCleery NBC; SCRIPT ED - Maeve Southgate NBC; SCRIPTS - originals approx $350; adaptation approx $350; CASTING - Martin Begley NBC; MUSIC - Arlo Hultz; COSTUMES-Brooks & Eaves; REHEARSAL - 20 hours dry,6 camera; COMMERCIALS-open & close-live with product display; CURRENT RATING - Net Pulse 27.2; PRODUCTION - approx $7000; HIATUS - June 26 - August 28.

NBC

LUCKY STRIKE THEATER - from WNBT to 21 sta E&MW Nets; 9:30-10:30pm alternate Mondays; Robert Montgomery's dramatic series based on film properties; SPONSOR - Lucky Strike (hiatus-June 19-Aug 28);AGENCY - BBD&O; SUPERVISOR - Hugh Rogers BBD&O; PRODUCER - Robert Montgomery NBC; DIRECTOR - Norman Felton NBC; PRODUCTION SUPERVISOR - Harry Saltzman NBC; ADAPTOR - Robert Genedella; CASTING - Felton & Windsor Lewis NBC; MUSIC - John Gart; COSTUMES - Eaves,Brooks; REH - 8 days dry, 11 hours camera; COMMERCIALS- live integrated with Montgomery & announcers Ray Morgan & Bob Stanton after ACTS I,II & III; ON THE AIR - January 1950; PRODUCTION - approx $25,000.

MARTIN KANE, PRIVATE EYE - from WNBT to 22 sta E&MW Nets & 5 kine; 10-10:30pm Thursday; dramatic mystery with William Gargan, Walter Kinsella & others; SPONSOR - U.S.Tobacco (hiatus - June 29 - Aug 31); AGENCY - Kudner; SUPERVISOR - Bunny Coughlin, Kudner; PRODUCER-DIRECTOR - Ed Sutherland, Kudner; WRITERS - Joel Sayre, Saint Clair Mckelway; CASTING - Mickey Alpert,Kudner; MUSIC - Charles Paul; SETS - Bill Eckhardt NBC; COSTUMES - Eaves,Brooks; REH - 12 hours dry, 8 camera; COMMERCIALS - open,middle & close live integrated in tobacco shop; product display for Model, Dills Best and other pipe tobacco;ON THE AIR - Sept 1949; CURRENT RATING-Net Pulse 20.6;PRODUCTION-approx $8000.

PHILCO TELEVISION PLAYHOUSE - from WNBT to 22 sta E&MW Nets & 27 kine; 9-10pm Sundays; name talent in dramatizations of novels; SPONSOR - Philco; AGENCY - Hutchins; SUPERVISOR - Ira Skutch, Hutchins; PRODUCER - Fred Coe NBC; DIRECTORS - Gordon Duff & Delbert Mann NBC; SCRIPT ED - Fred Coe; SCRIPTS - adaptations approx $500; CASTING - Alex March, Talent Associates; SETS - Otis Riggs NBC; COSTUMES - Eaves,Brooks; REH - 1½week dry, 8 hours camera; COMMERCIALS - film opening - product animation by Animation House; live product display & domestic sketch with voice over by Jay Jackson after Acts I & II; ON THE AIR - Oct 1948; CURRENT RATING-Net Pulse 25.8; PRODUCTION-approx $15,000; HIATUS - July 9 - September 10.

WOR

MR & MRS MYSTERY - on WOR-TV local; 7:15-7:30pm Tuesday through Saturday; Barbara & John Gay in a domestic mystery series; SUSTAINING; PACKAGER - Harvey Marlowe; PRODUCER-DIRECTOR - Harvey Marlowe; WRITER - Frank Wayne; REHEARSAL - 1 hour dry, 1 camera; ON THE AIR - Oct 1949; AVAILABLE - approx $900 per or $250 per participation.

SITUATION COMEDY

ABC

MAMA ROSA - on WJZ-TV local; 6:30-7pm Thursdays; seen on E&MW Nets 9:30-10pm Sunday; on film; kine at KECA-TV hollywood; theatrical boarding house setting;run by actress played by Ann Demetrio; with Beverly Campbell, Richard Anderson & others; SUSTAINING; DIRECTOR - Eugenio De Laguoro; ON THE AIR - May 25,1950; AVAILABLE - approx $3750 net.

THE RUGGLES - from WJZ-TV to 6 sta E&MW Nets & 5 kine; 10-10:30pm Sundays; on film; kine at KECA-TV Hollywood; comedy series of family life with Charles Ruggles, Irene Tedrow, Tommy Bernard, Judy Nugent, Jimmy Hawkins & Margaret Kerry; SUSTAINING; PRODUCER - Robert Raisbeck; DIRECTOR - George Cahan; WRITER - Fred Howard; ON THE AIR-November 1949; CURRENT RATING - Net Pulse 8.4; AVAILABLE - approx $3250 net for E&MW, $4000 including west coast.

(PRODUCTION figures are gross-including Agency charges-except where cited as net).

CBS

THE GOLDBERGS - from WCBS to 11 sta E&MW Nets & 3 kine: with Gertrude Berg, Phil Loeb, Arlene McQuade, Eli Mintz, Larry Robinson & others; SPONSOR - General Foods for Sanka (hiatus -June 25 - Sept 25); AGENCY - Young & Rubicam; SUPERVISOR - Ed Duerr Y&R; PRODUCER - Worthington Miner CBS; DIRECTOR - Walter Hart CBS; WRITER - Gertrude Berg; CASTING - Gertrude Berg; SETS - Rychtarik CBS; COSTUMES - Eaves; REHEARSAL - 12 hours dry, 5½ camera; COMMERCIALS - live integrated - open & close-Molly talks about Sanka from window; ON THE AIR - January 1949; CURRENT RATING - Net Pulse 33.0 (6); NYC Pulse 44.2 (2); PRODUCTION - approx $7500; TIME - 9:30-10pm Mondays.

MAMA - from WCBS-TV to 14 sta E&MW Nets & 14 kine; 8-8:30pm Fridays; family comedy series based on "Mama's Bank Account" by Kathryn Forbes; stars Peggy Wood, features Judson Laire, Robin Morgan, Dickie Van Patten, Rosemary Rice; SPONSOR - Maxwell House Coffee (hiatus - June 3 - Aug 4); AGENCY - Benton & Bowles; SUPERVISOR -Hoyt Allen, B&B; PACKAGER - Carol Irwin; DIRECTOR - Ralph Nelson CBS; WRITER - Frank Gabrielson; CASTING - Doris Quinlan, Irwin; MUSIC - Billy Nalle; REHEARSAL - 9 hours dry, 6 camera; COMMERCIALS - open and close - live integrated with Mama and family making coffee; CURRENT RATING - Net Pulse 19.8; PRODUCTION - approx $7500.

DUMONT

EASY ACES - from WABD to 17 sta E&MW Nets; 7:30-7:45pm Wednesdays; filmed series with Goodman & Jane Ace & Betty Garde; SUSTAINING; PACKAGER - Frederic Ziv; PRODUCER - Herbert Gordon, Ziv; DIRECTOR - Jeanne Harrison, Ziv; WRITERS - G. Foster, J.Raymond,Mort Green & Ace; COMMERCIALS - Philips Packing through Aitken-Kynett (Phila) sponsors program in 15 cities; ON THE AIR - December 1949; CURRENT RATING - Net Pulse 7.5.

NBC

THE ALDRICH FAMILY - from WNBT to 17 sta E&MW Nets; 7:30-8pm Sundays; family comedy with Bob Casey, Jack Kelk, House Jameson, Lois Wilson, Charita Bauer & others; SPONSOR-General Foods for Jell-O (hiatus -June 25-August 27); AGENCY - Young & Rubicam; PACKAGER - William Morris Agency; PRODUCER-DIRECTOR - Ralph Warren Y&R; WRITER - Clifford Goldsmith; CASTING - Ralph Warren Y&R, Pat Walker, Wm.Morris; MUSIC - Cliff Cameron NBC; SETS - Robert Gundlach NBC; COSTUMES - Elizabeth Gillan NBC,Brooks;REHEARSAL 21 hours dry, 7 camera; COMMERCIALS - Open - billboard with voice over; middle - live with artist Tex Antoine into product display film; close - live dramatic sketch lead-into product display film; films by Loucks & Norling, Pathescope & Ted Nemeth; ON THE AIR - Oct 1949; CURRENT RATING - Net Pulse 19.9; PRODUCTION - approx $6500.

STUDS' PLACE - from WNBQ Chicago to E&MW Nets; 8:30-9pm Thursdays; comedy variety show set in a basement restaurant; with Studs Terkel, Beverly Younger, Win Stacke, Phil Lord, Norman Gottschalk, Chet Roble & others; SUSTAINING; PRODUCER - Ben Park NBC; DIRECTOR - Dan Petrie NBC; WRITERS - Charles Andrews, Doug Johnson NBC;CASTING-Ben Park; SETS - Norman Grant; COSTUMES - Shirley Seidl; REHEARSAL - 10 hours dry,5 camera; ON THE AIR - April 13, 1950; CURRENT RATING - Net Pulse 6.9; AVAILABLE - approx $2750.

ONE MAN'S FAMILY - from WNBT to E&MW Nets; 7:30-8pm Saturdays; departed May 31 returns July 29; family comedy series with Bert Lytell, Marjorie Gateson, Lillian Shaaf, Eva Marie Saint & others; SPONSOR - SweetHeart Soap; AGENCY - Duane Jones; PACKAGER-Carlton E. Morse; PRODUCER - Richard Clemmer NBC; DIRECTOR - Edgar Kahn NBC; SETS - Carl Kent NBC; COSTUMES - Lord & Taylor; ON THE AIR - November 1949; CURRENT RATING-Net Pulse 11.5; PRODUCTION - approx $8500.

ABC

HOLIDAY HOTEL - from WJZ-TV to 9 sta E&MW Nets & 32 Kine; 9:30-10pm Thursdays; Edward Everett Horton plays the hotel manager, Lenore Lonergan the telephone operator, in show with singers Betty Brewer, Bill Harrington; dancers June Graham & Don Saddler; musical vignettes by Gordon Jenkins; SPONSOR - Packard (hiatus - June 15-Sept 14); AGENCY - Young & Rubicam; SUPERVISOR - Karl Schullinger Y&R; PACKAGER-PRODUCER -Monte Proser; DIRECTOR - Preston Wood Y&R; STAGER - Edward Duryea Dowling; WRITER - Tom Adair; CASTING - Proser, Wood; MUSIC - Bernie Green; SETS - Jim McNaughton, Robert Bright ABC; REHEARSAL - 24 hours dry, 6 camera; COMMERCIALS - opening film billboard made by Ted Nemeth; live action with product display made by Jam Handy; live by announcer Alex Grey; ON - March 23,1950; CURRENT RATING - Net Pulse 14.3;PROD-approx $11,500.

CBS

ALAN YOUNG SHOW - from WCBS-TV to 2 sta E&MW Nets; also 19 other sta; on film; kine at KTTV Hollywood; with comic Alan Young, dancers Vera Lee, Jerry Antes, Jan Hollar & guests; SPONSOR - Esso; AGENCY - Marschalk & Pratt; SUPERVISOR - E.J.Whitehead M&P; PRODUCER-DIR- Richard Linkroum CBS; WRITERS - Leo Solomon, Dave Schwartz; MUSIC - Lud Gluskin; SETS - Ken MacClelland CBS; COMMERCIALS - live integrated by Young & announcer John Hiestand; ON THE AIR-April 6,1950; CURRENT RATING - Net Pulse 17.2; PRODUCTION - approx $15,000; TIME - 9-9:30pm Thursdays; NO HIATUS.

ARTHUR GODFREY AND HIS FRIENDS - from WCBS-TV to 15 sta E&MW Nets & 28 kine; 8-9pm Wednesdays; informal variety show with Godfrey, Archie Bleyer & Orchestra, singers Janette Davis, Bill Lawrence, the Mariners Quartet, the Chordettes & guests; SPONSOR-Chesterfields (hiatus - July 26 - Sept 13); AGENCY - Cunningham & Walsh; SUPERVISOR-Robert Eastwright C&W; PACKAGER - Godfrey Productions; PRODUCERS - Jack Carney, Lawrence Puck, Godfrey; DIRECTOR - Byron Paul CBS; CASTING - Puck at Godfrey; COSTUMES-Eaves & Brooks; REHEARSAL - 6 hours dry, 5 camera; COMMERCIALS - 2 to 4 live integrated by Godfrey; ON THE AIR - January 1949; CURRENT RATINGS - Net Pulse 40.8 (3); NYC Pulse 30.6 (10); PRODUCTION - approx $10,000.

ED WYNN SHOW - from WCBS-TV to 28 sta E&MW Nets; 9-9:30pm Tuesdays; on film; kine at KTTV Hollywood; MC Ed Wynn, variety acts & guest stars; with Lud Gluskin & Orch; SPONSOR - Camels; AGENCY - William Esty; SUPERVISOR - Kendall Foster, Esty; PRODUCER - Harlan Thompson CBS; DIRECTOR - Ralph Levy CBS; WRITERS - Leo Solomon, Hal Kanter & Seaman Jacobs; COMMERCIALS - live integrated by Wynn; film - live action & animated by Transfilm; ON THE AIR - October 1949; HIATUS - June 13 - September 11; CURRENT RATING - Net Pulse 16.8; PRODUCTION - approx $15,000.

KEN MURRAY SHOW - from WCBS-TV to 22 sta E&MW Nets & 29 kine;8-9pm alternate Saturdays; alternates with"Beat The Clock;" variety show with MC Murray, singer Darla Hood, comic Joe Wong, actor Jack Mulhall, the Enchanters & celebrity guests; SPONSOR - Anheuser-Busch (hiatus - June 24 - Oct 7); AGENCY - D'Arcy; SUPERVISOR - Marek Windheim,D'Arcy; PRODUCER - Ken Murray; NET PRODUCER - Frank Satenstein CBS; DIRECTOR - Herb Sussan CBS; WRITERS- Hal Block, R. Foster; CASTING - John Greenhut MCA; MUSIC - David Broekman; SETS - Hjalmar Hermanson CBS; COSTUMES - Brooks; REHEARSAL - 15 hours dry, 10 camera; COMMERCIALS - live integrated by Jack Mulhall with product display at middle; open & close film - product identification for Budweiser made by Wilding Prods; ON THE AIR - Jan 1950; RATING - April Net Pulse 16.8; PRODUCTION - approx $20,000; Goes weekly in fall.

NEXT WEEK - complete Summer hiatus schedule.

CBS

POPSICLE PARADE OF STARS - from WCBS-TV to 9 sta E&MW Nets & 50 kine; 7:45-8pm Mondays; 10 week series of variety shows with different guest star each week; SPONSOR - Joe Lowe Corp for Popsicles; AGENCY - Blaine-Thompson; SUPERVISOR - Albert Lesser B-T; PRODUCER - Gail Gordon; DIRECTOR - John Wray CBS; MUSIC - Ray Bloch; REHEARSAL - 2 hours camera; COMMERCIALS - opening & closing on film made by Animated Productions; middle live with Bill Bivens; ON THE AIR - May 15,1950

THIS IS SHOW BUSINESS - from WCBS-TV to 19 sta E&MW Nets & 32 kine; 7:30-8pm Sundays; MC Clifton Fadiman, Abe Burrows, George S. Kaufman & guest panelist view and comment on guest variety talent; SPONSOR - Lucky Strike (hiatus - June 25 - August 27); AGENCY - BBD&O; SUPERVISOR - Richard Sears BBD&O; PRODUCER - Irving Mansfield CBS; DIRECTOR - Alex Leftwich CBS; CASTING - Irving Mansfield, Penny Morgan CBS; MUSIC -Henry Sylvern; REHEARSAL - 1 hour dry, 4 camera; COMMERCIALS - live integrated & film made by Jam Handy; ON-July 1949; CURRENT RATING - Net Pulse 16.1;PROD - approx $10,000.

TOAST OF THE TOWN - from WCBS-TV to 7 sta E&MW Nets & 7 kine; 8-9pm Sundays; MC Ed Sullivan with variety acts and guest celebrities; SPONSOR - Lincoln-Mercury; AGENCY-Kenyon & Eckhardt; SUPERVISOR - Garth Montgomery K&E; PRODUCERS - Ed Sullivan, Marlo Lewis; DIRECTOR - John Wray CBS; CASTING - Mark Leddy at 48 West 48th St; MUSIC - Ray Bloch & Orchestra; SETS - Richard Rychtarik CBS; COSTUMES - Brooks; REHEARSAL - 7 hours dry, 2 camera; COMMERCIALS - live action film for Lincoln by Loucks & Norling; Mercury by TV Features; ON THE AIR - September 1948; CURRENT RATING - Net Pulse 40.2 (4); NYC Pulse 41.4 (3); PROD-app $10,000; Stays on sustaining with guest MC's.

TONI TWIN-TIME - from WCBS to 10 sta E&MW Nets & 21 kine;9-9:30pm alternate Wednesdays alternates with "What's My Line"; variety show with young professional talent; MC Jack Lemmon; SPONSOR - Toni Home Permanents; AGENCY - Foote, Cone & Belding; SUPERVISOR - Roger Pryor FC&B; PACKAGER - MCA; PRODUCER-DIRECTOR - Sherman Marks; CASTING - Marks & Tommy Ward MCA; MUSIC - Ray Bloch & Orchestra; REHEARSAL - 2 hours dry, 5 camera; COMMERCIALS - live action film by Willard Pictures; live dramatic sketch with voice over by announcer Bill Cullen; ON THE AIR - April 5, 1950; CURRENT RATING - Net Pulse 9.4; PRODUCTION - approx $3500.

DUMONT

CAVALCADE OF STARS - from WABD to 13 sta E&MW Nets & 5 kine; 9-10pm Saturdays; MC Jerry Lester with name variety acts and celebrity guests; SPONSOR - Whelans (in NY); AGENCY - Product Advertising Corp; PRODUCER - Milton Douglas PAC; DIRECTOR - Frank Bunetta DuM; WRITER - S. Werris & S. Shapiro; CASTING - Milton Douglas; MUSIC-Sammy Spear & Orchestra; COSTUMES - Brooks; REHEARSAL - 6 hours dry, 5 camera; COMMERCIALS - sponsored by Drug Store TV Prods, drug chains in 18 cities; local cut-ins at open, middle & close; 4 film spots on a rotating basis for 8 products; rotate between "Stars" & "Cavalcade Of Bands;" ON THE AIR - June 1949; CURRENT RATING - Net Pulse 14.3; PRODUCTION - approx $9500; NO HIATUS; Lester summer replacement not set.

MOREY AMSTERDAM SHOW - from WABD to 14 sta E&MW Nets & 18 kine; 9-9:30pm Thursdays; variety show set in nightclub with MC Morey Amsterdam, Art Carney & guests; SPONSOR - DuMont Telesets; AGENCY - Campbell-Ewald; SUPERVISOR - William Ballinger C-E; PRODUCER-CASTING - Amsterdam; DIRECTOR - David Lewis DuM; CAMERA DIRECTOR - Frank Bunetta DuM; WRITERS - Lee Sands, Joe Erens & Amsterdam; SETS - Russell Patterson; COSTUMES - Brooks; REHEARSAL - 5 hours dry, 5 camera; COMMERCIALS - open & close - product display with voice over by announcer Don Russell; ON THE AIR - April 1949; CURRENT RATING - Net Pulse 14.4; PRODUCTION - approx $4500; NO HIATUS.

DUMONT

STARLIT TIME - from WABD to 4 sta E&MW Nets & 6 kine; 7-8pm Sundays; informal variety revue with Phil Hanna, Bill Williams, Bibi Osterwald, Gordon Dilworth, Holly Harris, Cy Coleman Trio; PARTICIPATIONS - Celenese, Simmons' Mattress, Pall Mall, TWA, General Time Instrument; PRODUCER - Bob Loewi DuM; DIRECTOR - Pat Fay DuM; COSTUMES -Lee Klein,Brooks; REH - 10 hours dry, 4 camera; ON THE AIR - April 9, 1950; CURRENT RATING - Net Pulse 6.0.

WINDY CITY JAMBOREE - from WGN-TV Chicago to 5 sta E&MW Nets; 9-10pm Sundays; musical variety show with western format features singers Danny O'Neill, Gloria Van, dancers Jane Brockman, Bud Tygett & Julian Stockdale & Orchestra; SUSTAINING; DIRECTOR -Richard Liesendahl WGN; WRITER - Gerry Morrison; ON THE AIR - March 19, 1950; CURRENT RATING - Net Pulse 4.5.

NBC

CAFE CONTINENTAL - from WNBT to 7 sta E&MW Nets; 10:30-10:45pm Thursdays; filmed version of British television variety show with MC Isabel Begley & guests; SPONSOR - Conmar Zippers; AGENCY - William Weintraub; SUPERVISOR - George Gannon, Weintraub; PACKAGER - Nasht Associates; PRODUCER- John Nasht; COMMERCIALS - 2 live action films with voice over made by Precision Sound Films; near open & close; ON THE AIR - April 20, 1950; CURRENT RATING - Net Pulse 6.7.

GARROWAY AT LARGE - from WNBQ Chicago to 18 sta E&MW Nets & 9 kine; 10-10:30pm Sunday; informal variety show with MC Dave Garroway, singers Connie Russell, Bette Chapel, Jack Haskell, comic Cliff Norton, dancers Margaret Gibson & Charles Tate; SPONSOR - Congoleum-Nairn (hiatus - June 25-August 27); AGENCY - McCann-Erickson; SUPERVISOR - Lee Cooley M-E; PRODUCER - Ted Mills WNBQ; DIRECTOR - William Hobin WNBQ; WRITER - Charles Andrews; CHOREOGRAPHY - Edith Barstow; COMMERCIALS - live integrated with Garroway & company, product display & demonstration; ON THE AIR - April 1949;CURRENT RATING - Net Pulse 19.6; PRODUCTION - approx $6500.

JACK CARTER SHOW - from WNBQ Chicago to 22 sta E&MW Nets; 8-9pm Saturdays; MC Jack Carter and variety guests; SPONSOR - Speidel Watch Bands (hiatus June 10-Sept 9); AGENCY - Sullivan,Stauffer, Colwell & Bayles; PRODUCER - Ted Mills WNBQ; DIRECTOR - William Hobin WNBQ; ON THE AIR - Feb.1950; CURRENT RATING - Net Pulse 32.7 (7); TALENT-PRODUCTION - William Morris Agency; PRODUCTION - approx $25,000.

PINKY LEE SHOW - from WNBT to E&MW Nets; on film; kine at KNBH Hollywood; comedy-variety show with book; with Pinky Lee, Bill Bakewell, Carol Richards, Ray Parsons & guests; SUSTAINING; PRODUCER-DIRECTOR - John Gaunt NBC; WRITERS - Phil Shuken; Ed Tyler; CASTING - William Morris Agency; MUSIC - Harry Lubin; SETS - Howard E. Johnson KNBH; COSTUMES - Western Costumes, Hollywood; REHEARSAL - 14 hours dry, 6½ camera; ON THE AIR-April '50; CURRENT RATING - Net Pulse 9.8; TIME - 8:30-9pm Wednesday.

TEXACO STAR THEATER - from WNBT to 29 sta E&MW Nets & 10 kine; 8-9pm Tuesdays; Milton Berle with top name guests & variety acts; SPONSOR - Texaco (hiatus - June 13 - Sept 19); AGENCY - Kudner; PRODUCER-DIRECTOR - Ed Cashman,Kudner; PRODUCTION ASSISTANT - William Templeton,Kudner; WRITERS - Hal Collins, R. Roth; CASTING - Harry Kalcheim, William Morris; MUSIC - Alan Roth & Orchestra; SETS - MacKeegan NBC; COSTUMES - Brooks; REHEARSAL - 20 hours dry, 9 camera; COMMERCIALS - live - Sid Stone in pitchman routine at middle; quartet at open & close; ON THE AIR - June 1948; CURRENT RATING - Net Pulse 55.2 (1); NYC Pulse 62.3 (1); PRODUCTION - approx $30,000.

NBC

VERSATILE VARIETIES - from WNBT to 10 sta E&MW Nets & 25 kine; 9-9:30pm Fridays; MC Harold Barry introduces guest variety acts; SPONSOR - Bonafide Mills (hiatus - June 30-Sept 1); AGENCY - Gibraltar; PACKAGER - Basch Productions; PRODUCER-Charles Basch; DIRECTOR - Mark Hawley NBC; WRITER - Jack Houston; CASTING - Frances Scott, Basch; MUSIC - Jerry Jerome Orchestra; REHEARSAL - 7 hours dry, 5 camera; COMMERCIALS - 2 live dramatic sketches with product display by "Bonny Maid" Ann Francis; Bonny Maid Trio sing open & close theme for Bonny Maid Linoleum & Versa-Tile; ON THE AIR - May 1949; CURRENT RATING - Net Pulse 16.7; PRODUCTION - approx $5000.

BROADWAY OPEN HOUSE - from WNBT to E&MW Nets; 11-12 midnight Mon,Wed,Thurs & Fri; 11:15-12 midnight Tuesdays; comedy-variety show with guest stars & Milton DeLugg Trio; SPONSOR - Anchor-Hocking; AGENCY - William Weintraub; SUPERVISOR - Noran Kersta, Weintraub; PRODUCER - Victor McLeod NBC; DIRECTOR - Joe Cavalier NBC; CASTING -Martin Begley NBC; REHEARSAL - 25 hours dry, 8 camera; COMMERCIALS - cut-ins for local breweries using Anchor-Hocking non-returnable bottles; ON THE AIR - May 29, 1950;

WOR

BOWERY MUSIC HALL - on WOR-TV local; 8-9pm Thursdays; variety show with Gay Nineties format featuring MC Jack Waller, variety acts & guests; SUSTAINING; PRODUCER-DIRECTOR - Jack Linder; WRITER - Lee Sands; MUSIC - Emerson Buckley WOR; ON THE AIR - June 1; AVAILABLE - approx $3000 including time.

KIRKWOOD AND GOODMAN - on WOR-TV local; 7:30-8pm Saturdays; Jim Kirkwood & Lee Goodman in a program of comedy sketches; SUSTAINING; DIRECTOR - Mende Brown WOR; ON THE AIR - April 1,1950;

MUSICAL PROGRAMS

ABC

CAROLYN GILBERT SHOW - from WENR-TV Chicago to E&MW Nets; 7-7:15pm Fridays; song by Miss Gilbert, comedy sketches by Don Tennant; SUSTAINING; PRODUCER-WRITER Les Winrott WENR; DIRECTOR - Dick Locke WENR; CURRENT RATING - Net Pulse 3.5.

GOODYEAR-WHITEMAN REVUE - from WJZ-TV to 23 sta E&MW Nets & 18 kine; 7-7:30pm Sundays; variety show features Whiteman, Frank Westbrook, Earl Wrightson, Junie Keegan & guests; SPONSOR - Goodyear; AGENCY - Young & Rubicam; SUPERVISOR - Karl Schullinger Y&R; PRODUCERS - Ward Byron ABC & William Brown Jr Y&R; DIRECTOR - Brown; CASTING - Brown & Whiteman; SETS - James McNaughton ABC; COSTUMES - Eaves; REHEARSAL - 7 hours dry, 6½ camera; COMMERCIALS - live product display with Goodyear Dealer; film - live action made by John Sutherland Productions; ON THE AIR - November 1949; CURRENT RATING-Net Pulse 13.8; HIATUS - July 2-Oct 8; PRODUCTION - approx $12,000.

IN THE MORGAN MANOR - from WJZ-TV to E&MW Nets; 4-4:30pm Sundays; on film; kine at KECA-TV Hollywood; musical variety show with MC Russ Morgan & guests; SPONSOR - Crosley for Shelvidor Refrigerators (Hollywood only); AGENCY - Ted Factor, Hollywood; PRODUCER-CASTING-WRITER - Lou Place; DIRECTOR - Stuart W. Phelps KECA; MUSIC -George Wolf; SETS - Herb Phillips KECA; COSTUMES - Western Costumes, Hollywood; REHEARSAL-1 hour dry, 2 camera; ON THE AIR - March 1, 1950; CURRENT RATING - Net Pulse 3.6; AVAILABLE - approx $3750 net.

ABC

TIN PAN ALLEY TV - from WENR-TV Chicago to E&MW Nets; 9:45-10pm Fridays; weekly musical show honors top songwriters; with singers Johnny Desmond, Gloria Van, pianist Chet Roble, the Visionaires & Rex Maupin's orchestra; SUSTAINING; PACKAGER-PRODUCER-Tim Morrow; NET PRODUCER - Fred Killian WENR; DIRECTOR-SETS - John Boyt WENR; WRITER - Nancy Goodwin; ON THE AIR - April 28, 1950; AVAILABLE - approx $2500 net.

ZEKE MANNERS - on WJZ-TV local; 3-5pm Wednesday through Saturday; musical show features the music, sports news, homespun philosophy and anecdotes of Zeke Manners; with Vera Massey, Mary Ashworth & guests; PARTICIPATIONS - Ruppert Beer, Vim Stores, Radio Offers Co, Merlon Candy, Milton Button Co; PACKAGER-PRODUCER - Ted Lloyd; DIRECTOR-Charles Bishop ABC; WRITER - Zeke Manners; CASTING - Beatrice Radcliff ABC; REHEARSAL - 1 hour dry; ON THE AIR - April 12,1950; PARTICIPATIONS - $120 per participation.

CBS

ALAN DALE SHOW - on WCBS-TV local; 11-11:30pm Fridays; musical show with songs of years gone-by; features Alan Dale, Karen Rich & the Sapphires and Arnold Holop Orchestra; with guests; SPONSOR - Winston Television Stores; AGENCY - Sternfield-Godley; SUPERVISOR - Samuel I. Godley; PACKAGER-PRODUCER-CASTING - Albert Black; DIRECTOR - Robert Patterson CBS; COSTUMES - Raymond Marinelli; COMMERCIALS - live, product demonstration for Philco Air Conditioners, G-E Automatic Washers by John Schaeffer & Diana Corday; ON THE AIR - June 9,1950; PRODUCTION - approx $2000.

ARTHUR GODFREY & HIS UKULELE - from WCBS-TV to 3 sta E Net & 7 kine; 7:45-8pm Tuesday & Friday; instructions and demonstrations of ukulele playing by Godfrey; SPONSOR - hi-V Concentrated Orange Juice; AGENCY - Franklin Bruck; SUPERVISOR - Stan Lee,Bruck; DIRECTOR - Byron Paul CBS; COMMERCIALS - live by Godfrey on kitchen set; ON THE AIR-April 4,1950;CURRENT RATING - Multi Weekly Net Pulse 12.3 (9); NYC Pulse 9.9 (10); PRODUCTION - approx $1000.

AT HOME SHOW - from WCBS-TV to 9 sta E&MW Nets & 10 kine; 7:45-8pm Wednesdays; Musical interlude with Earl Wrightson, the Norman Paris Instrumental Quartet and guest girl vocalist; SPONSOR - C.H.Masland Rugs (hiatus - June 6 - Oct 25); AGENCY - Anderson, Davis & Platte; SUPERVISOR - Victor Seydel AD&P; DIRECTOR - Frank Heller CBS; WRITER-Robert Bach; COMMERCIALS - open & close - animated film by Transfilm; middle - live by Wrightson; ON THE AIR - Sept 1949; CURRENT RATING 9.2; PRODUCTION - approx $1700.

BLUES BY BARGY - on WCBS-TV local; 10:45-11pm Thursdays; 7:15-7:30pm Saturdays; pianist Jean Bargy plays and sings popular songs; PRODUCER - Barry Wood CBS; DIRECTOR - Alex Leftwich CBS; PARTICIPATIONS at card rates.

BOB HOWARD SHOW - on WCBS-TV local; 6:45-7pm Monday through Friday; pianist Bob Howard sings,plays and chats about sponsors' products and CBS-TV attractions for the evening; PARTICIPATIONS; PRODUCER - Barry Wood CBS; DIRECTOR - Frances Buss CBS.

FLOOR SHOW - from WCBS-TV to 4 sta E&MW Nets; 7:30-8pm Saturdays; weekly musical show, formerly seen on NBC-TV, devoted to jazz with Eddie Condon & Orchestra, MC Carl Reiner & guest instrumentalists & vocalists; SUSTAINING; PACKAGER - World Video; PRODUCER - Dick Lewine WV; DIRECTOR - Alex Leftwich CBS; WRITER - Harold Flender WV; ON THE AIR - May 6,1950; AVAILABLE - approx $3800.

CBS

FRED WARING SHOW - from WCBS-TV to 13 sta E&MW Nets & 39 kine; 9-10pm Sundays; Waring and his complete company - orchestra, glee club, soloists; SPONSOR - General Electric (hiatus - June 18 - Sept 10); AGENCY - Young & Rubicam; PRODUCER - Lee Strahorn Y&R; DIRECTOR - Robert Banner, Waring; WRITER - Jay Johnson, Waring; CHOREOGRAPHY - Nadine Gae, Waring; SETS - Howard Bay; COSTUMES - Brooks; REHEARSAL - 10 hours dry, 9 camera; COMMERCIALS - 3 live with members of the company & announcer Bill Bivens in product display; ON THE AIR - April 1949; CURRENT RATING - Net Pulse 21.9; PRODUCTION- approx $20,000.

KIRBY STONE QUINTET - from WCBS-TV to E&MW Nets; 7-7:15pm Monday through Friday; informal musical show with the Kirby Stone Quintet & guests; SUSTAINING; PRODUCER - Barry Wood CBS; DIRECTOR - Leonard Valenta CBS; REHEARSAL - ½ hour dry, ½ hour camera; ON THE AIR - November 1949; CURRENT RATING - Net Pulse 5.8;

PAUL ARNOLD SHOW - on WCBS-TV local; 7:15-7:30pm Monday through Friday; guitarist Paul Arnold in rural songs and stories; SUSTAINING; PRODUCER - Barry Wood CBS; DIRECTOR - Leonard Valenta CBS; REHEARSAL - ½ hour dry, ½ hour camera; ON THE AIR - October 1949;

THREE'S COMPANY - on WCBS-TV local; 7:45-8pm Wednesday & Thursday; musical show with Martha Wright & duo-pianists Cy Walter & Stan Freeman; SUSTAINING; PRODUCER - Barry Wood CBS; DIRECTOR - Hal Gerson CBS; ON THE AIR - May 17,1950;

DUMONT

AL MORGAN SHOW - from WGN-TV Chicago to 10 sta E&MW Nets; 8:30-9pm Mondays; pianist Al Morgan & trio play request numbers; SUSTAINING; DIRECTOR - Donald Cook WGN; ON THE AIR - Nov 1949; CURRENT RATING - Net Pulse 6.9; AVAILABLE- $600 net in NY only.

CAVALCADE OF BANDS - from WABD to 9 sta E&MW Nets & 8 kine; 9-10pm Tuesdays; twin program to "Stars" features name bands & guest variety acts; with MC Warren Hull; SPONSOR - Whelans (in NY); AGENCY - Product Advertising Corp; PRODUCER - Milton Douglas PAC; DIRECTOR - Frank Bunetta DuM; CASTING - Douglas; COSTUMES - Brooks; REHEARSAL - 8 hours dry, 5 camera; COMMERCIALS - sponsored by Drug Store TV Prods, drug chains in 18 cities; local cut-ins at open, middle & close; 4 film spots on a rotating basis for 8 products; rotate between "Stars" and "Bands;" ON THE AIR - January 1950; CURRENT RATING - Net Pulse 17.7; NO HIATUS; PRODUCTION - approx $9000.

DINNER DATE - from WABD to 3 sta E&MW Nets & 7 kine; 8-8:30pm Saturdays; Vincent Lopez with singers Ann Warren, Lee Russell & guests; SUSTAINING; PRODUCER-DIRECTOR - Harry Coyle DuM; CASTING - Lopez; REHEARSAL - 2 hours dry, 1 camera; ON THE AIR - January 1950; CURRENT RATING - Net Pulse 4.6; remote from the Hotel Taft;

HAZEL SCOTT SHOW - on WABD local; 7:45-8pm Wednesdays; pianist-singer in a program of informal music; SPONSOR - Sitroux Tissues; AGENCY - Franklin Bruck; SUPERVISOR- Stan Lee, Bruck; DIRECTOR - Barry Scheer DuM; COMMERCIALS - live product demonstration by model; ON THE AIR - February 1950;

SUSAN RAYE SINGS - from WABD to 2 sta E Net; 1:45-2pm Monday through Friday; Susan Raye sings & plays piano; with an occasional guest; PRODUCER - James Caddigan DuM; DIRECTOR - Don Rosenquest DuM; ON THE AIR - May 2 1950; AVAILABLE - $150 per participation.

DUMONT

VINCENT LOPEZ SHOW - from WABD to 2 sta E&MW Nets & 7 kine; 7:30-7:45pm Mondays, Thursdays & Fridays; Lopez & Ray Barr play twin pianos, introduce guests, play tunes based on letters of guest's or write-in's name; SUSTAINING; DIRECTOR - Ed Saulpaugh DuM; ON THE AIR - November 1948; AVAILABLE - $240 net per program.

NBC

EASY DOES IT - on WNBT local; 6:30-6:55pm Monday through Friday; music and interviews with singer Francie Lane & pianist-singer Johnny Andrews; PARTICIPATIONS - Pall Mall, Swanson Frozen Chicken, A&P, Devoe & Reynolds; PRODUCER - Alan Handley NBC; DIRECTOR-Dick Schneider NBC; WRITER-CASTING - Handley; MUSIC - Nick Tagg, organ; REHEARSAL - 1½ hours dry, 1½ camera; ON THE AIR - November 1948; PARTICIPATIONS -$267 per partic.

MOHAWK SHOWROOM - from WNBT to 26 sta E&MW Nets & 18 kine; 7:30-7:45pm Mon, Wed & Fri; singer-pianist Roberta Quinlan & the Harry Clark Instrumental Trio & guests; SPONSOR-Mohawk Carpets(hiatus - June 30 - August 28); AGENCY - George Nelson, Schenectady; PRODUCER - Victor McLeod NBC; DIRECTORS - Doug Rodgers, Clark Jones NBC; COMMERCIALS-live integrated product display with announcer Bob Stanton; ON THE AIR - May 1949; CURRENT RATING - Net Pulse 12.4 (8); PRODUCTION - approx $7500 (3 days).

SUPPER CLUB-from WNBT to 19 sta E&MW Nets & 17 kine; 8-8:30pm Sundays; singer-MC Perry Como with the Fontane Sisters and celebrity guests; Mitchell Ayers Orchestra; SPONSOR - Chesterfields; AGENCY - Cunningham & Walsh; SUPERVISOR - Randy Dunnell C&W; PRODUCER - Bob Moss C&W; DIRECTOR - Joe Cavalier NBC; CASTING - Moss, Cavalier; SETS - K. Vincent C&W; COSTUMES - Vincent, Eaves, Brooks; REH - 6 hours dry, 5 camera; COMMERCIALS - open & close - flip cards, voice over by Martin Block; middle - live integrated with Como, Block, Tony Marvin & cast, included a singing commercial; ON THE AIR - Dec 1948; CURRENT RATING - Net Pulse 12.4; OFF-June 4; PROD - app $10,000.

VOICE OF FIRESTONE - from WNBT to 23 sta E&MW Nets & 1 kine; 8:30-9pm Mondays; simulcast with conductor Howard Barlow and regular guests Eleanor Steber, Christopher Lynch & others; SPONSOR - Firestone; AGENCY - Sweeney & James, Akron; PRODUCER - Charles Polacheck NBC; DIRECTOR - Clark Jones NBC; COMMERCIALS - live with announcer Hugh James; live action and animated film by Murphy-Lillis; ON THE AIR - October 1949; CURRENT RATING - Net Pulse 11.2;

WOR

AL SIEGEL'S MUSIC SHOP - on WOR-TV local; 7:30-8pm Fridays; musical variety show features pianist Al Siegel, The Heathertones, singers; SUSTAINING; PACKAGER - Ken Later; DIRECTOR-WRITER - Edward Reveaux, Later; ON THE AIR - October 1949; AVAILABLE - approx $1750.

OPERA CONCERT - on WOR-TV local; 8-8:30pm Tuesdays; operatic selections with guest soloists & Sylvin Levin & the WOR Orchestra; SUSTAINING; DIRECTOR - Frank McCarthy WOR; CASTING Emerson Buckley WOR; REHEARSAL - 2 hours dry, 1½ camera; ON THE AIR - December 1949;

WPIX

ART FORD SHOW - on WPIX local; 10-11pm Tuesdays; 9:30-11pm Fridays; with Art Ford and recording artist guests; PARTICIPATIONS; DIRECTOR-CASTING - Cledge Roberts PIX; REHEARSAL - 2 hours dry; ON THE AIR - May 1949; AVAILABLE - $1500 per hour or $175 per participation.

WPIX

GAIL AND BILL - on WPIX local; 7:15-7:30pm Monday through Friday; popular songs by Gail Meredith & Bill Harrington with phone calls to viewers & requests; SUSTAINING; DIRECTOR - Bud Gammon PIX; ON THE AIR - January 1950.

TED STEELE SHOW - on WPIX local; 2:30-5:30pm Monday through Friday; Ted Steele plays the piano & organ and sings; SUSTAINING; DIRECTOR - Ted Estabrook PIX; AVAILABLE - $100 per participation before 5pm; $150 per participation after 5pm.

TALENT SHOWS

ABC

HOLLYWOOD SCREEN TEST - from WJZ-TV to 10 sta E&MW Nets & 27 kine; 7:30-8pm Saturday; MC Neil Hamilton introduces 3 professional neophytes, 2 dramatic, in scenes with a guest star, and one singer; SPONSOR - Best Foods,Inc (NY only); AGENCY - Benton & Bowles; SUPERVISOR - Charles Fisher B&B; PACKAGER-PRODUCER-CASTING - Lester Lewis; DIRECTOR - Alex Segal ABC; SCRIPT ED - Lewis; SCRIPTS - $75 for 5½ minutes; WRITER-Alton Alexander & freelance; SETS - Don Gillman ABC; COSTUMES - Brooks; REHEARSAL-11 hours dry, 3 camera; COMMERCIALS - 5 live action & animated by Sound Masters & Famous Studios; ON THE AIR - April 1948; CURRENT RATING - Net Pulse 10.6; AVAILABLE - $3000.

WHITEMAN'S TV TEEN CLUB - from WFIL-TV Philadelphia to 12 sta E&MW Nets & 8 kine;8-9pm Saturdays; co-MC's Paul Whiteman & Nancy Lewis; teen-age amateur talent with production numbers staged in Philadelphia Armory; acts judges by jury of 12 teen-agers; chorus of 80; singers Judy Keegen & Sonny Graham; SPONSOR - Griffin Shoe Polish; AGENCY - Bermingham, Castleman & Pierce; SUPERVISOR - John McNeil BC&P; PRODUCERS - Paul Whiteman & Herb Horton WFIL; DIRECTOR - Herb Horton WFIL; WRITER - Ben Martin; CASTING - Whiteman; SETS - Nat Elkitz; REHEARSAL - 4 hours dry, 8 camera; COMMERCIALS - live integrated - pantomime, jingles, production numbers; ON THE AIR - May 1949; CURRENT RATING - Net Pulse 11.6.

CBS

ARTHUR GODFREY'S TALENT SCOUTS - from WCBS-TV to 8 sta E&MW Nets; 8:30-9pm Mondays; simulcast; variety acts are rated by audience applause with winner getting spot on Godfrey's morning AM show; SPONSOR - Lipton's Tea & Soups (hiatus - June 26 - Aug 28); AGENCY - Young & Rubicam; SUPERVISOR - David Levey Y&R; PRODUCER - Jack Carney, Godfrey Productions; DIRECTOR - David Rich CBS; CASTING - Esther Stoll, Lawrence Puck CBS; MUSIC - Archie Bleyer & Orchestra; REHEARSAL - 3 hours camera; COMMERCIALS - 2 - live integrated by Godfrey; ON THE AIR - December 1948; CURRENT RATING - Net Pulse 42.6 (2); NYC Pulse 40.2(4); PRODUCTION - approx $5000.

THE SHOW GOES ON - from WCBS-TV to E&MW Nets; 8-9pm Thursdays; Robert Q. Lewis interviews prospective talent buyers & introduces variety acts to them; sound is taped for AM; SPONSOR - Columbia Records (2nd ½ hour); AGENCY - McCann-Erickson; SUPERVISOR - Lee Cooley M-E; PRODUCER - Lester Gottlieb CBS; DIRECTOR - Alex Leftwich CBS; WRITERS - Al Singer, Ray Allen; CASTING - Lewis,Gottlieb; MUSIC - Ray Bloch; COMMERCIALS - live by Lewis at open, middle & close; ON THE AIR - January 1950; CURRENT RATING - Net Pulse 13.0; PRODUCTION - approx $1500 per hour.

ROSS REPORTS will publish another list of PACKAGES AVAILABLE in its July Monthly Packagers should submit up to 3 shows each by June 23rd.

CBS

TONI TWIN TIME - from WCBS-TV to 10 sta E&MW Nets & 21 kine; 9-9:30 alt Wednesdays; alternates with "What's My Line"; revue features young professional talent; with MC Jack Lemmon; SPONSOR - Toni Home Permanents; AGENCY - Foote,Cone & Belding; SUPERVISOR - Roger Pryor FC&B; PACKAGER - MCA; PRODUCER-DIRECTOR - Sherman Marks; CASTING - John Greenhut, Tommy Ward MCA; COMMERCIALS - live action film by Willard Films; live dramatic sketch with voice over by announcer Bill Cullen; ON THE AIR - April 5, 1950; CURRENT RATING - Net Pulse 9.4; PRODUCTION - approx $3500.

NBC

ORIGINAL AMATEUR HOUR - from WNBT to 27 sta E&MW Nets & 21 kine; 10-11pm Tuesdays; MC Ted Mack introduces variety acts; winner is brought following week; 3 time winners compete in end of year run-off; scholarship prizes; SPONSOR - Old Gold; AGENCY - Lennen & Mitchell; SUPERVISOR - Larry Holcomb L&M; PACKAGER - Reemack Productions; PRODUCER - Lou Goldberg, Reemack; DIRECTOR - Lloyd Marks, Reemack; CASTING - Marks, Goldberg & Wanda Ellis at Reemack; REHEARSAL - 2 hours dry, 4 camera; COMMERCIALS - open, middle & close - live with dancing cigarette pack and announcer Dennis James; ON THE AIR - Jan 1948; CURRENT RATING - Net Pulse 20.7; PRODUCTION - approx $6000.

TALENT SEARCH - on WNBT local; 10:30-11pm Wednesdays; amateur talent chosen from eliminations at local RKO Theaters; 5 week winners compete for prize of week's engagement at Palace; with MC Richard Kollmar; SPONSORS - Vim Electric & Bruno-NY; AGENCY-Arnold Cohan; PACKAGER - Kermit Schafer; PRODUCER-DIRECTOR - Bill Warwick NBC; CASTING - application blanks at Vim Store & RKO Theaters; MUSIC - Lew White; ON THE AIR-February 1950.

WOR

TALENT PARADE - on WOR-TV local; 7:30-8:30pm Saturdays; talent winners of contests held at local Skouras & Century theaters compete for grand prize of two weeks in Roxy; MC Warren Hull; SUSTAINING; PACKAGER - Gainsborough Associates; PRODUCERS - Nick John Matsoukas of Skouras & Mike Jablons, Gainsborough; DIRECTOR - Nat Rudick, Gainsborough; CASTING - Jablons, Rudick; MUSIC - Sylvin Levin WOR; ON THE AIR - February 1950; PARTICIPATIONS - $250 per participation.

WPIX

FACE THE FUTURE - on WPIX local; 7:30-8pm Fridays; MC Vivian Farrar and five-member panel judge teen-age talent; PACKAGER - Martin Stone; PRODUCER-WRITER - Jerome Coopersmith, Stone; DIRECTOR - Cledge Roberts PIX; ON THE AIR - April 19, 1950; SUSTAINING.

JUNIOR TALENT TIME - on WPIX local; 12-12:30pm Sundays; junior talent show with MC Danny Webb; SPONSOR - Daitch Dairies; AGENCY - Vinlaw; DIRECTOR - Pat O'Connor PIX; ON THE AIR - May 7.

INTERVIEW SHOWS

ABC

ART FORD ON THE BROADWAYS OF THE WORLD - from WJZ-TV to E&MW Nets; 7:15-7:30pm Wed through Friday; news & stories of show business with Art Ford & celebrity guests; SUSTAINING; PACKAGER-PRODUCER - Raymond Spector; DIRECTOR - Charles Bishop ABC; REHEARSAL - 3 hours dry, ½ camera; ON THE AIR - April 12,1950; AVAILABLE -$850.

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ABC

THE FITZGERALDS - on WJZ-TV local; 7:30-8pm Wednesdays & Fridays; Ed & Pegeen Fitzgerald interview celebrities; format similar to morning AM show; PARTICIPATIONS - Chevrolet, Parliament cigarettes, Sprat Dog Food, Devoe Reynolds Paints; DIRECTOR - Fred Carr ABC; REHEARSAL - 45 minutes dry; COMMERCIALS - live integrated by Pegeen; ON THE AIR - August 1948; PARTICIPATIONS - $360.

CBS

CANDID CAMERA - from WCBS-TV to 15 sta E&MW Nets; 9-9:30pm Mondays; Allen Funt's candid film sequences with celebrity guests & the unaware participants of the film; SPONSOR - Philip Morris; AGENCY - Biow; SUPERVISOR - Frank Higgins, Biow; PRODUCER-Allan Funt; DIRECTOR - Richard Goode, Funt; REHEARSAL - 2 hours dry, 1 camera; COMMERCIALS - unrehearsed candid films with unsolicited testimonials; also live by Ken Roberts; ON THE AIR - May 1949; CURRENT RATING - Net Pulse 23.1

FAYE EMERSON SHOW - on WCBS-TV local; 10:30-10:45pm Sundays; Faye Emerson interviews guests and comments on news; SPONSOR - Arnold Bread; AGENCY - Benton & Bowles; SUPERVISOR - Herb Leder B&B; PACKAGER-PRODUCER - Hardie Frieberg; DIRECTOR - Oliver Barbour B&B; REHEARSAL - 1 hour camera; COMMERCIALS - live with female announcer in product display; ON THE AIR - October 1949; PRODUCTION - approx $1500.

GLAMOUR-GO-ROUND - from WCBS-TV to 8 sta E&MW Nets; 9:30-9:45pm Thursdays; Ilka Chase interviews celebrities; with pianist Billy Nalle; SPONSOR - Harriet Hubbard Ayer, cosmetics; AGENCY - Federal; SUPERVISOR - Francis Barton, Federal; PACKAGER - Teleshows; DIRECTOR - Robert Mayberry, Teleshows; COMMERCIALS - live by Ilka Chase; ON THE AIR - Feb 1950; CURRENT RATING - Net Pulse 10.5

IN THE FIRST PERSON - from WCBS-TV to 8 sta E&MW Nets; 10:30-10:45pm Thursdays; Quincy Howe interviews authors of recent best sellers; SUSTAINING; PRODUCER - Leon Levine CBS; DIRECTOR - John Peyser CBS; REHEARSAL - 3 hours dry; ON THE AIR - March 1949; AVAILABLE - approx $675.

DUMONT

ELOISE SALUTES THE STARS - on WABD local; 7:30-7:45pm Tuesdays; interview program with Eloise McElhone & celebrity guests; SPONSOR - Doeskin Products; AGENCY - Federal; PACKAGER-PRODUCER - Lester Lewis; SUPERVISOR - Francis Barton, Federal; DIRECTOR - Pat Fay DuM; CASTING - Lewis; REHEARSAL - 1 hour dry, 1 camera; COMMERCIALS - live product display by actress representing "Dotty Doe" at open, middle & close; ON THE AIR - November 1949

MAN ON THE STREET - from WABD to 3 sta E Net; 1:30-1:45pm Monday through Friday except Tuesdays; Dan Peterson interviews people at 53rd Street & Madison Avenue; SUSTAINING; DIRECTOR - Richard Sandwick DuM; ON THE AIR - November 1948

MANHATTAN SPOTLIGHT - from WABD to 2 sta E Net; 7:45-8pm Mon, Tues, Thurs & Fri; 10:30-10:45pm Wed; Chuck Tranum interviews personalities, demonstrates hobbies, discusses educational subjects; SPONSOR - Dictaphone Corp (Wednesdays); AGENCY - Young & Rubicam; SUPERVISOR - Beverly Smith Y&R; PRODUCER - Verne Tranum; DIRECTOR - Pat Fay DuM; COMMERCIALS - DuMont Telesets participate Mon, Tues, Thurs & Fri; CURRENT RATING - Net Pulse 7.1; AVAILABLE - $375 net per program.

NBC

BEN GRAUER SHOW - from WNBT to 10 sta E&MW Nets & 10 kine; 11-11:15pm Tuesdays; MC Ben Grauer interviews interesting people of the book world; SPONSOR - Doubleday; AGENCY - Huber Hoge & Son; PRODUCER - William Riley, Huber Hoge; DIRECTOR - David Davidow, Huber Hoge; WRITER - Gene Goldsmith, Huber Hoge; REHEARSAL - 1 hour dry, 1 camera; COMMERCIALS - live by Paul Miner; live integrated by Grauer; CURRENT RATING-Net Pulse 9.8.

WE THE PEOPLE - from WNBT to 25 sta E&MW Nets & 13 kine; 8:30-9pm Fridays; simulcast with MC Dan Seymour interviewing interesting personalities; films & sketches used for visual story; SPONSOR - Gulf Oil; AGENCY - Young & Rubicam; SUPERVISOR - Dan Seymour Y&R; PRODUCER-DIRECTOR - James Sheldon Y&R; SCRIPT EDS - Seymour & Sheldon; WRITER - Adrian Spies; MUSIC - Oscar Bradley Orchestra; REHEARSAL - 5 hours dry, 4½ camera; COMMERCIALS - live, using variety acts; slides and film spots with voice over by Dan Seymour; ON THE AIR - June 1948; CURRENT RATING - Net Pulse 17.7

WENDY BARRIE SHOW - from WNBT to 7 sta E&MW Nets; 7:30-7:45pm Tuesday & Thursday; 10:45-11pm Thursdays; interview show with celebrity guests; SPONSOR - Hollanderizing Corp (10:45-11pm Thurs); AGENCY - Grey; SUPERVISOR - Jack Wyatt, Grey; PACKAGER - PRODUCER - Martin Goodman; DIRECTOR - Al Scott NBC; REHEARSAL - ½ camera; live by announcer Art Gary; live integrated by Barrie; RATING - Net Pulse 7.4(Thurs)

WOR

DINNER AT SARDI'S - on WOR-TV local; 7:30-8pm Wednesdays; MC Bill Slater in celebrity interview program; SUSTAINING; PACKAGER - Marlo Lewis; PRODUCERS - Marlo & Mina Bess Lewis; DIRECTOR - Gary Stevens; ON THE AIR - October 1949; AVAILABLE - $1500.

WPIX

CITY HALL - on WPIX local; 7:15-7:30pm Saturdays; John Crosson of the Daily News interviews city officials & comments on municipal government; SPONSOR - Policemen's Benevolent Association; DIRECTOR - Pete Molnar PIX; ON THE AIR - March 1949; AVAILABLE - $600 including time.

DANTON WALKER'S CLOSE-UPS - on WPIX local; 6:35-6:45pm Sunday through Friday; news items & interviews with guest personalities; SUSTAINING; DIRECTOR - Bud Gammon PIX AVAILABLE - $90 plus time, per program.

LITTLE OLD NEW YORK - on WPIX local; 7:30-8pm Thursdays; Ed Sullivan interviews personality guests; DIRECTOR - Bud Gammon PIX; MUSIC - Lou Ames; PARTICIPATIONS - $300.

LADIES IN POLITICS - on WPIX local; 8-8:15pm Mondays; MC John Crosson interviews prominent women in politics; SPONSOR - Simon's Fur Center Association; AGENCY - Lew Kashuk & Son; DIRECTOR - Cledge Roberts PIX; ON THE AIR - March 1950

WE, THE PETS - on WPIX local; 6:30-6:45pm Saturdays; Jack Arthur interviews people with unusual pets; SUSTAINING; DIRECTOR - Fred Stange PIX; ON THE AIR - April 15, 1950; AVAILABLE - $500 inc time.

EXPOSITION SHOWS

ABC

CRUSADE IN EUROPE - on WJZ-TV local; 7:30-7:55pm Sundays; filmed history of World War II in Europe; compiled & edited by March Of Time with 20th Century-Fox; SPONSOR - Bowery Savings Bank; AGENCY - Edwin Bird Wilson; PACKAGER - March Of Time; PRODUCER- Richard de Rochemont; EDITOR - Arthur Tourtellot; TV ADAPTOR - Fred Feldkamp; NARRATORS - Westbrook Van Voorhis & Maurice Joyce; COMMERCIALS - 4 films, 2 each week, made by Special Purpose Films; 30 second animated closing made by Special Purpose; ON THE AIR - May 1949; CURRENT RATING - Net Pulse 10.4; local sponsorship in other cities; this is the second round of showings.

KIERAN'S KALEIDOSCOPE - on WJZ-TV local; 7-7:15pm Thursdays; John Kieran in a nature series on film; distributed by United Artists; PACKAGER - International Tele-Film; PRODUCER - Paul F. Moss; ON THE AIR - March 1949; available on spot basis in other cities.

YOUR DOG AND PET SHOW - on WJZ-TV local; 12:15-12:30pm Saturdays; demonstrations of dog training methods; with MC Frances Hartsook and guest trainers & fanciers; PARTICIPATIONS - Flag Pet Food, Westchester Aquarium & Supply Co; PRODUCER - Charles Bishop ABC; DIRECTOR - Dick Depew ABC; ON THE AIR - May 20,1950.

Q-BALL CHAMPIONSHIPS - on WJZ-TV local; 9-9:30pm Saturdays; demonstrations by championship play of the Belgian billiard game which utilizes a small table with standard size cues and balls; PACKAGER - American Q-Ball Congress; PRODUCER - Edward Lane, Amer. Q-Ball Congress; SUSTAINING; ON THE AIR - February 1950; moved from WOR-TV to WJZ-TV June 3.

CBS

KUDA BUX - from WCBS-TV to 11 sta E&MW Nets; 6:30-6:45pm Saturdays; Hindu mystic, mind reader & illusionist in demonstration of his talents; SPONSOR - Mason Au & Magenheimer Confectionery Co. for Mason Candy; AGENCY - Turner, Leach; PACKAGER-PRODUCER Roger Bowman; COMMERCIALS - live integrated with product display for Mason Peaks, Mints, Dots, Black Crows; open, middle & close by announcer Rex Marshall; ON THE AIR- March 1950; CURRENT RATING - Net Pulse 6.4.

DUMONT

TIME FOR REFLECTION - on WABD local; 5:45-5:55pm Monday through Friday; 6:50-7pm Sun; poems and anecdotes narrated by Fred Scott; SUSTAINING; PRODUCER - Bob Loewi DuM; DIRECTOR - Barnaby Smith DuM; ON THE AIR - Nov 1949;AVAILABLE - $150 net per program.

NBC

ARMED FORCES HOUR - from WNBW Washington to 20 sta E&MW Nets; 4:30-5pm Sundays; program tells story of the unification of the nation's armed forces with charts, maps & film sequences; produced by the Department of Defense; DIRECTOR - Charles Christensen WNBW; ON THE AIR - October 1949; CURRENT RATING - Net Pulse 3.5.

NATURE OF THINGS - from WPTZ Philadelphia to 11 sta E&MW Nets; 8:15-8:30pm Wednesdays; Dr. Roy K. Marshall in practical demonstrations of science using laboratory equipment, drawings, charts, etc; SUSTAINING; ON THE AIR - January 1949; CURRENT RATING - Net Pulse 4.5; AVAILABLE - approx $1175.

AUDIENCE PARTICIPATION

ABC

A COUPLE OF JOES - from WJZ-TV to E&MW Nets; 9-9:30pm Wednesdays; musical show with viewer participation; with MC Allyn Edwards, singer Beryl Richards & Morgan, the basset hound; SUSTAINING; PACKAGER - World Video; PRODUCER - Richard Lewine WV; DIRECTOR - Marshall Diskin ABC; MUSIC - Bobby Sherwood & Orchestra; REHEARSAL - 2 hours dry, 2 camera; ON THE AIR - August 1949; CURRENT RATING - Net Pulse 5.9; AVAILABLE - approx $1600 net.

AUCTION-AIRE - from WJZ-TV to 8 sta E&MW Nets; 9-9:30pm Fridays; MC & auctioneer Jack Gregson presides over viewer and audience participation auction; participants bid for a variety of articles with sponsor's food product labels; with Rebel Randall; SPONSOR - Libby, McNeil & Libby; AGENCY - J.Walter Thompson; PACKAGER - Masterson, Reddy & Nelson; PRODUCER - Charles Brown, MR&N; DIRECTOR - Edward Nugent ABC;WRITER-Kay Tillman MR&N; REHEARSAL - 4 hours camera; COMMERCIALS - live product display done altenate weeks by announcer Durward Kirby and a home economist; ON THE AIR - Sept 30,1949; CURRENT RATING - Net Pulse 9.1; PRODUCTION - approx $5500.

BLIND DATE - from WJZ-TV to 7 sta E&MW Nets & 22 kine; 9-9:30pm Thursdays; Arlene Francis MC's a contest between college boys for dates with models; SPONSOR - Esquire Boot Polish; AGENCY - Emil Mogul; SUPERVISOR - Myron Mahler, Mogul; PACKAGER - Bernard Schubert; PRODUCER - Dick Lewis,Schubert; DIRECTOR - Fred Carr ABC; MUSIC - Glenn Osser's Orchestra; REHEARSAL - 1½ hour dry, 3½ camera; COMMERCIALS - 2 live integrated by Arlene Francis & announcer Rex Marshall; 20 second animated sound film made by Ben Harrison; ON THE AIR - May 1949; CURRENT RATING - Net Pulse 17.1; PRODUCTION - approx $4000.

STOP THE MUSIC - form WJZ-TV to 23 sta E&MW Nets; 8-9pm Thursdays; giveaway show with MC Bert Parks calling viewers to identify the "Mystery Melody" and other song titles enacted or sung by Jimmy Blaine, Marion Morgan , Betty Ann Grove & variety acts; SPONSORS - Admiral (1st ½hr); Old Gold (2nd ½hr); AGENCIES - Kudner for Admiral; Lennen & Mitchell for Old Gold; SUPERVISORS - Hugh Brown, Kudner; Larry Holcomb L&M; PACKAGERS - Cowan & Goodson; PRODUCER - Charles Henderson, Cowan; DIRECTOR - Robert Doyle ABC; STAGER - Mitzi Mayfair, Cowan; CASTING - Henderson at Cowan; MUSIC - Harry Salter & Orchestra; CHOREOGRAPHY - Tony Charmoli; REHEARSAL - 26 hours dry, 12 camera; COMMERCIALS - Admiral - live with product demonstration by announcer Ken Williams; Old Gold - dancing cigarette package & match book and live monologue by Dennis James; ON THE AIR - May 1949; CURRENT RATING - Net Pulse 34.5 (5); PRODUCTION - approx $6000 per ½ hour.

CBS

BEAT THE CLOCK - from WCBS-TV to 8 sta E&MW Nets & 3 kine; 8-9pm alternate Saturdays; alternates with the "Ken Murray Show;" audience-participation show has contestants compete against clock in performance type questions; SUSTAINING; PACKAGER - Goodson-Todman; PRODUCER - Gil Fates CBS; DIRECTOR - Byron Paul CBS; MC - Bud Collyer; ON THE AIR - March 23,1950; AVAILABLE - approx $5000.

WINNER TAKE ALL - from WCBS-TV to 5 sta E&MW Nets & 2 kine; 9:45-10:30pm Thursdays; Bud Collyer MC's an audience participation quiz; SUSTAINING; PACKAGER - Goodson-Todman; PRODUCER - Gil Fates CBS; DIRECTOR - Fred Rickey CBS; REHEARSAL - 3 hours dry, 3 camera; COSTUMES - Eaves, Brooks; ON THE AIR - June 1948; AVAILABLE - approx $4500.

NBC

BREAK THE BANK - from WNBT to 23 sta E&MW Nets; 10-10:30pm Wednesdays; MC Bert Parks presides over quiz with amount of contestants' winnings added to $1000 bank; SPONSOR-Bristol-Myers; AGENCY - Doherty,Clifford & Shenfield; SUPERVISOR - Chester McCracken DC&S; PACKAGER - Ed Wolf Associates; DIRECTORS - Jack Rubin,Wolf & Craig Allen NBC; WRITERS - Joseph Kane & Herb Wolf; REHEARSAL - 2 hours camera; COMMERCIALS - Ipana - live dramatic sketch with product display; Vitalis - live action & animated film with voice over; films by Film Graphics & Ted Nemeth; Announcer - Bud Collyer; ON THE AIR-January 1949; CURRENT RATING - Net Pulse 22.1; PRODUCTION - approx $4500.

COLLEGE OF MUSICAL KNOWLEDGE - from WNBT to 24 sta E&MW Nets & 18 kine; 9-10pm Thurs; music, comedy and audience participation quiz with MC Kay Kyser, singers Sue Bennett, Liza Palmer, Michael Douglas, The Honeydreamers and Ish Kabibble, Ben Grauer & Dr. Roy K. Marshall; SPONSOR - Ford Delaers; AGENCY - J. Walter Thompson; PACKAGER - MCA; PRODUCER-DIRECTOR - Seymour Kulik JWT; WRITERS - Art Handley & Robert Quigley; CASTING - David Susskind MCA; MUSIC - Carl Hoff; CHOREOGRAPHY - Fred Kelly; SETS - Larry Goldwasser JWT; REHEARSAL - 20 hours dry, 7 camera; COMMERCIALS - open - film, live product display with voice over by Grauer, made by Audio Productions; middle - live with Dr. Marshall in scientific demonstration; close - film, live action product display made by Frank Donovan Associates; ON THE AIR - December 1949; CURRENT RATING Net Pulse 19.4; PRODUCTION - approx $15,000.

DATE IN MANHATTAN - on WNBT local; 11-12 noon Monday through Friday; audience participation show from Tavern-On-The-Green in Central Park; with MC Ed Herlihy, singer Lee Sullivan & the Cy Coleman Trio; SUSTAINING; PRODUCERS - Bill Warwick, Jeff Sedden NBC; DIRECTOR - Bill Warwick; ON THE AIR - May 2,1950; AVAILABLE -approx $300 per ¼hr.

SO YOU WANT TO LEAD A BAND - from WNBT to E&MW Nets; 8-8:30pm Sundays; musical audience participation show with contestants leading the band for prizes; with Sammy Kaye & Band, Peggy Wagner, Jennie Lewis, Dan Dayton & Tony Alamo; SUSTAINING; PRODUCER-DIRECTOR - Paul Monroe NBC; ON THE AIR - June 11,1950;Perry Como summer replacement.

WOR

WHAT AM I BID? - on WOR-TV local; 7:30-8pm Thursdays; viewers and studio audience bid receipts from sponsor's markets for merchandise; MC Hal Tunis with Jackie Joyce, "Miss Universal; SPONSOR - Universal Food Markets; AGENCY - Vinlaw; PACKAGER - Vinlaw; PRODUCER-DIRECTOR - Gerald Law, Vinlaw; COMMERCIALS - live by Tunis; ON THE AIR - June 8,1950.

PANEL QUIZ SHOWS

ABC

MAJORITY RULES - from WENR-TV Chicago to E&MW Nets; 8:30-9pm Sundays; panel quiz with guest celebrities and MC Myron Wallace; SUSTAINING; PACKAGERS -Dawson & Gingrich; PRODUCER-DIRECTOR - Fred Killian WENR; ON THE AIR -September 1949; CURRENT RATING - Net Pulse 4.3.

THINK FAST - from WJZ-TV to 8 sta E&MW Nets; Dr. Mason Gross with panel of 5 including Leon Janney, Eloise McElhone, David Broekman, George Hamilton Combs & guest, challenge each other with quiz questions in an effort to ascend a "throne" and be mental "king of the hill"; SUSTAINING; PACKAGER - Robert Jennings; DIRECTOR - Court Steen ABC; CASTING - Marvin Levy, Jennings; REHEARSAL - 1 hour dry, ½ camera; ON THE AIR-March 1949; CURRENT RATING - Net Pulse 4.8 ; AVAILABLE - approx $1500.

CBS

CELEBRITY TIME - from WCBS-TV to 19 sta E&MW Nets & 3 kine; 10-10:30pm Sundays; panel quiz with moderator Conrad Nagel, Kyle MacDonnell,John Daly in entertainment quiz; guest celebrity talent performs; prize money donated to charity; SPONSOR - B.F. Goodrich Rubber (hiatus - June 25 - October 1); AGENCY - BBD&O; SUPERVISOR - Ellis Sard BBD&O; PACKAGER - World Video; PRODUCER - Alan Dinehart CBS; DIRECTOR - Dinehart; WRITERS - Larry Markes, Bill Jacobson; CASTING - Dick Gordon WV; REHEARSAL - 3 hours dry, 3 camera; COMMERCIALS - live by announcer Bill Hamilton from tire store set; ON THE AIR - Nov 1948; CURRENT RATING - Net Pulse 14.8; PRODUCTION - approx $6000.

WHAT'S MY LINE - from WCBS-TV to 10 sta E&MW Nets & 9 kine; 9-9:30pm alternate Wed; alternates with "Toni Twin Time"; panel quiz in which attempt is made to guess the occupations of studio contestants; with MC John Daly, and panel members Louis Untermeyer, Hal Bloch, Arlene Francis, Dorothy Kilgallen and guest celebrity; SPONSOR - Stopette Deoderant; AGENCY - Earle Ludgin, Chicago; SUPERVISOR - Ken Mason, Ludgin; PACKAGER - Goodson-Todman; PRODUCER - Gil Fates CBS; DIRECTOR - Franklin Heller CBS; CASTING- Bob Bach; REHEARSAL- ½ hour dry, 1 camera; COMMERCIALS - open, middle & close - live action film made in Chicago; ON THE AIR - February 1950; PRODUCTION - approx $4500.

WE TAKE YOUR WORD - from WCBS to E&MW Nets; 8-8:30pm Fridays; quiz on word derivations and meanings; MC John Daly, panel members Abe Burrows, Lyman Bryson and guest; TV version of AM show; SUSTAINING; SUPERVISOR - Werner Michel CBS; PRODUCER - Gil Fates CBS; DIRECTOR - Fred Rickey CBS; ON THE AIR - April 1950; AVAILABLE - approx $4250.

NBC

ANSWER YES OR NO - from WNBT to E&MW Nets; 10:30-11pm Sundays; panel quiz with MC Moss Hart, Arlene Francis, Quentin Reynolds & guests pits husband against wife in answering dilemma questions; SPONSOR - Davega Stores with Emerson Radio & TV (NY only); AGENCY - Ben Sackheim; SUPERVISOR - David Piel, Sackheim; PACKAGER - West Hooker; PRODUCER - Wayne Wirth, Hooker; DIRECTOR - Joe Cavalier NBC; COMMERCIALS - live by announcer William Lazar; ON THE AIR - April 30,1950; AVAILABLE as co-op on net.

LEAVE IT TO THE GIRLS - from WNBT to E&MW Nets; 7-7:30pm Sundays; moderator Maggi McNellis & panel of women in verbal battle of sexes with one male guest; SPONSOR - Regent Cigarettes; AGENCY - Brooke, Smith, French & Dorrance; SUPERVISOR - Harry Pengel, BSF&D; PACKAGER- PRODUCER - Martha Rountree; PRODUCTION SUPERVISOR - Joan Sinclaire, Rountree; DIRECTOR - Craig Allen NBC; ON THE AIR - April 1949; CURRENT RATING - Net Pulse 11.1; AVAILABLE - co-op at approx $2500.

LIFE BEGINS AT 80 - from WNBT to E&MW Nets; 7:30-8pm Saturdays; panel of 3 men & 2 women, all over 80 years old, discuss everyday problems sent in by viewers; moderator Jack Barry; PACKAGER -PRODUCER - Jack Barry; DIRECTOR - Doug Rodgers NBC; CURRENT RATING - Net Pulse 6.2

QUIZ KIDS - from WNBQ Chicago to 20 sta E&MW Nets; 8-8:30pm alternate Fridays; alternates with "The Magic Slate"; moderator Joe Kelly and panel of quiz kids answer questions sent in by viewers; SPONSOR - Alka Seltzer; AGENCY - Wade, Chicago; DIRECTOR- John Llewellyn WNBQ; COMMERCIALS - live by Kelly; ON THE AIR - June 1949; CURRENT RATING - Net Pulse 14.4

NBC

QUICK ON THE DRAW - on WNBT local; 9-9:30pm Saturdays; cartoon-charade quiz with MC Eloise McElhone, artist Bob Dunn and four celebrity guests; SPONSOR - Vim Electric & Westinghouse; AGENCY - McCann-Erickson; SUPERVISOR - Lee Cooley ME; PACKAGER - Kermit Schafer; DIRECTOR - Bill Warwick NBC; COMMERCIALS - live product demonstration by Betty Furness; ON THE AIR - May 27,1950.

SAY IT WITH ACTING - on WNBT local; 6:30-7pm Sundays; cast of two Broadway shows in charade contest with winning cast held over; with MC Ben Grauer; SPONSOR - J.B. Williams for Shaving Creams & Aqua Velva; AGENCY - J. Walter Thompson; PACKAGER - West Hooker; PRODUCER - Keith Thomas, Hooker; DIRECTOR - Bill McCarthy JWT; COMMERCIALS-film - live action with voice over by announcer Lionel Rico; ON THE AIR - December 1948.

WHO SAID THAT - from WNBT to 19 sta E&MW Nets & 35 Kine; 10:30-11pm Mondays; MC Bob Trout puts quotes to panel composed of John Cameron Swayze & 3 guests; PRODUCER-DIRECTOR - Clarence Thoman NBC; WRITER-CASTING - Fred Friendly NBC; SUSTAINING; ON THE AIR - Feb 1949; CURRENT RATING - Net Pulse 9.2; AVAILABLE on co-op basis.

WOR

TWENTY QUESTIONS - on WOR-TV local; 8-8:30pm Fridays; also seen on 12 sta E&MW Nets of ABC-TV (not seen on WJZ-TV local); MC Bill Slater and panelists Fred Vandeventer, Florence Renard, Herb Polesie, Johnny McFee & guest, who must identify person, place or thing in twenty questions; taped for AM; SPONSOR - Ronson Art Metal Works (local & net); AGENCY - Grey; PRODUCER - Jack Wyatt, Grey; DIRECTOR - Roger Bower WOR; COMMERCIALS - film - animated by Animation House; Live action product display made by John Sutherland; ON THE AIR - November 1949; CURRENT RATING - Net Pulse 11.9.

FORUMS

ABC

AUTHOR MEETS THE CRITICS - from WJZ-TV to 3 sta E&MW Nets & 6 kine; 8:30-9pm Wed; John K. M. McCaffery & panel debate the merits of a literary work; taped for AM; SUSTAINING; PACKAGER - Martin Stone; PRODUCER - Harriet Halsband, Stone; DIRECTOR - Fred Carr ABC; WRITERS - Jerome Coopersmith, Martin Stone; REHEARSAL - ½ hour camera; ON THE AIR - July 1947; CURRENT RATING - Net Pulse 5.3; AVAILABLE - approx $2300.

ON TRIAL - from WJZ-TV to E&MW Nets; 8-8:30pm Wednesdays; two lawyers and two witnesses debate a topic of current interest; SUSTAINING; PRODUCER - ABC Public Affairs Dept; DIRECTOR - Richard Depew ABC; EDITOR - David Levitan, NY Bar Association; ON THE AIR - March 1949; CURRENT RATING - Net Pulse 4.9; AVAILABLE - approx $1500.

CBS

CAPITOL CLOAKROOM - from WOIC Washington to E&MW Nets; 10:30-11pm Fridays; simulcast with Eric Sevareid, Griffing Bancroft, Bill Shadel, Bill Costello, CBS correspondents, and one guest in news of the day forum; SUSTAINING; SUPERVISOR - Leon Levine CBS; PRODUCER - Lewis Schollenberger CBS; DIRECTOR - James Blair WOIC; ON THE AIR - Nov 1949; CURRENT RATING - Net Pulse 4.9; AVAILABLE - approx $2000.

CBS

OVERSEAS PRESS CLUB - from WCBS-TV to 6 sta E&MW Nets; 5-5:30pm Sundays; topics of current interest are discussed by chairman Quincy Howe & 3 guest newsmen; SUSTAINING; PRODUCER - Leon Levine CBS; DIRECTOR - Clarence Schimmel CBS; REHEARSAL - 1 hour camera; ON THE AIR - Oct 1949; CURRENT RATING - Net Pulse 1.2

PEOPLE'S PLATFORM - from WCBS-TV to 10 sta E&MW Nets; 10-10:30pm Fridays; debate between two guests with moderator Charles Collingwood; SPONSOR - Household Finance Corp; AGENCY - LeValley, Chicago; PRODUCER - Leon Levine CBS; DIRECTOR - John Peyser CBS; WRITER - Marsha Durant; COMMERCIALS - live at open, middle & close; ON THE AIR - August 1948; CURRENT RATING - Net Pulse 8.2

DUMONT

COURT OF CURRENT ISSUES - from WABD to 5 sta E&MW Nets; 8-9pm Tuesdays; discussion of current affairs with prominent people playing court roles in a court room setting; jury, made up of civic group, vote at close; SUSTAINING; PACKAGER-PRODUCER - Irving Sulds; DIRECTOR - David Lowe DuM; ON THE AIR - Feb 1948; CURRENT RATING - Net Pulse 3.7

NBC

AMERICAN FORUM OF THE AIR - from WNBW Washington to 7 sta E&MW Nets; 7-7:30pm Saturdays; discussion of significant issues by public figures; taped for AM; SUSTAINING; PACKAGER-MODERATOR - Theodore Granik; PRODUCER - Betty Penvel, Granik; ON THE AIR - October 1949; CURRENT RATING - Net Pulse 3.8; AVAILABLE - approx $2700

MEET THE PRESS - from WNBT to 15 sta E&MW Nets; 4:30-5pm Sundays; 4 guest newsmen conduct a press conference with prominent guest; moderator Martha Rountree; SUSTAINING; PACKAGER-PRODUCER - Martha Rountree; DIRECTOR - Clarence Thoman NBC; CURRENT RATING - Net Pulse 4.6; AVAILABLE - approx $3000

WPIX

AT THE MAYOR'S DESK - on WPIX local; 8-8:30pm alternate Thursdays; informal discussions of municipal problems by Mayor O'Dwyer & members of his cabinet; from the Mayor's office in City Hall; SUSTAINING; DIRECTOR - Bud Gammon PIX; ON THE AIR - June 15, 1950.

VOICE OF THE PEOPLE - on WPIX local; 7:15-8pm Sundays; moderator Lowell Limpus presides over panel of guests & jury of people who have written best letters to the "Voice Of The People" column in the Daily News; SPONSOR - Daily News; DIRECTOR - Bud Gammon PIX; ON THE AIR - June 1948.

RELIGIOUS PROGRAMS

ABC

FAITH FOR TODAY - on WJZ-TV local; 9:30-10pm Sundays; Rev. W.A. Fagal moderator & speaker with choral & organ background; SPONSOR - The Greater NY Conference of Seventh Day Adventists; AGENCY - Western Advertising Agency, Los Angeles; SUPERVISOR - Milton Carlson, WAA; DIRECTOR - Richard Depew ABC; ON THE AIR - May 21, 1950.

ABC

YOUTH ON THE MARCH - from WFIL-TV Philadelphia to 9 sta E&MW Nets & 3 kine; 10:30-11pm Sundays; religious program with Rev. Percy Crawford and musical & choral groups from Young People's Church, Philadelphia; SPONSOR - Young People's Church; AGENCY - J. M. Camp, Philadelphia; ON THE AIR - Oct 1949; CURRENT RATING - Net Pulse 4.6.

CBS

LAMP UNTO MY FEET - from WCBS-TV to E&MW Nets; 4:30-5pm Sundays; religious discussions dramatizations & films on various religious faiths; SUSTAINING; SUPERVISOR - Dr. George Crothers CBS; PRODUCER - Isabelle Redman CBS; DIRECTOR - Leonard Valenta CBS; MUSIC - Avenir de Monfred; ON THE AIR - Sept 1948; CURRENT RATING - Net Pulse 2.0.

DUMONT

MORNING CHAPEL - from WABD to WNHC New Haven; 9:45-10pm Monday through Friday; devotional services of different faiths from studio chapel; produced in cooperation with the Federated Council of Churches of America; DIRECTOR - Ed Saulpaugh DuM; ON-Nov '48.

WPIX

TELEVISION CHAPEL - on WPIX local; 5-5:30pm Sundays; alternating Protestant,Catholic & Jewish services; SUSTAINING; DIRECTOR- Bud Gammon PIX; ON THE AIR - June 1948.

ADDITIONS

Please Add to Proper Category

INTERVIEW

JOYCE MATHEWS SHOW - on WCBS-TV local; 11-11:15pm Thursdays; actress interviews personality guests; SPONSOR - Superior Television Plan; AGENCY-Lester Wolf; PACKAGER-PRODUCER Lester Wolf; DIRECTOR - Paul Monroe CBS; WRITER - Jack Lyman; ON THE AIR-May 17,1950.

MAGGI'S PRIVATE WIRE - on WCBS-TV local; 11-11:15pm Wednesdays; Maggi McNellis interviews theater,fashion & society personalities; SPONSOR - Sunset Stores & Carrier Air Conditioning; AGENCY - Gunn-Mears; PACKAGER-PRODUCER - George Scheck; DIRECTOR - Frank Satenstein CBS; ON THE AIR - May 3, 1950.

FIFTEEN WITH FAYE - from WNBT to 28 sta E&MW Nets & 15 kine; 8-8:15pm Wednesdays; interview program with Faye Emerson, Ken Banghart & guests; SPONSOR - Snow Crop; AGENCY - Maxon; SUPERVISOR - Preston Pumphrey; PACKAGER - Hardie Frieberg; ON -June 7,1950.

NEWS PROGRAMS

DON GODDARD NEWS - on WNBT local; 9:30-9:45am Monday through Friday; Don Goddard reports the news with a women's angle; SUSTAINING; PRODUCER - Clarence Thoman NBC; DIRECTOR - Mike Zeamer NBC; ON THE AIR - May 2, 1950.

TELEPIX - on WPIX local; 6:30-6:35pm Sunday through Friday; announcer John Tillman comments over WPIX newsreel; SPONSOR -Consolidated Edison; AGENCY - BBD&O; PRODUCER - Walter Engles; DIRECTOR - Howard Heller PIX.

SPORTS PROGRAMS

WHAT IS IT? - on WOR-TV local; 10:45-11pm Fridays or 7:45-8pm Fridays when Dodger Baseball preempts time; sports quiz based on drawings by Marvin Stein; with MC Bob Lackman; SPONSOR - Hammer Beverages; AGENCY-PACKAGER - Vinlaw; PRODUCER-DIRECTOR - Gerald Law; ON THE AIR - June 9, 1950.

ABC

MARKET MELODIES - on WJZ-TV local; 12:30-2:30pm Wednesday&Thursday, 12:30-2pm Friday& Saturday; MCs Anne Russell and Walter Herlihy in home economic series featuring household hints, daily cooking demonstrations, and guest interviews; PARTICIPATIONS - Dromedary Cake Mix, Grand Union Stores, Stahlmeyer, Brooklyn Union Gas Co. and others; PACKAGER - Modell-Harbuck; PRODUCER - Arthur Modell; Director - Court Steen ABC; ON THE AIR - May 1949; AVAILABLE - $120 per Participation.

TV TELEPHONE GAME - on WJZ-TV local; 2:30-3pm Wednesday-Saturday; Quiz with viewers matching telephone or social security numbers against key letters WJZ-TV with Durwood Kirby & Rusty Arden; PARTICIPATIONS - Swifts's Peanut Butter, Swift's Canned Meats,Swift's Cleanser, Yes Tissues; PACKAGER - Harry S. Goodman Prods; PRODUCER-WRITER - Paul Alter; DIRECTOR - Court Steen; ON THE AIR - May 1949; AVAILABLE - $400 for 4 spots, one each day; also produced on WFIL-TV Phila and WGN-TV

CBS

HOMEMAKER'S EXCHANGE - from WCBS-TV to 14 Sta. E&MW Nets; 4-4:30pm Monday-Friday; Lucille Lesile in women's program featuring household hints; PACKAGER - Harvey&Howe; DIRECTOR - Ken Redford CBS; PARTICIPATIONS - Kelvinator, S-O-S, Junket Brand Foods, O&C Products, Renuzit, Sun Sweet Products, United Fruit, and WareEver Aluminum; ON THE AIR- September 1949; CURRENT RATING - Net Pulse 3.7; PARTIC - $1100 for 10 min.

VANITY FAIR - from WCBS-TV to E&MW Nets; 4:30-5pm Monday- Friday; women's show on home making, fashion, politics, decorating, hobbies, etc; features MC Dorothy Dean & guests ; PRODUCER - Gil Fates CBS; DIRECTOR - Frances Buss CBS; ON THE AIR - September 1949; CURRENT RATING - Net Pulse 3.2 ; PARTICIPATIONS - $550 for 5 minutes.

DUMONT

OKAY MOTHER - from WABD to 3 Sta E Net; 1-1:30 Monday-Friday; MC Dennis James in a female audience participation show; SPONSOR - Sterling Drug Co; AGENCY - Dancer - Fitz-Sample; SUPERVISOR - George Tormey,DFS; DIRECTOR - Lou Sposa DuM; COMMERCIALS- Live integrated by James for Phillips Milk of Magnesia, Bayer Aspirin, Lyons Tooth Paste, Campho-Phenique; ON THE AIR - November 1948;

RUMPUS ROOM - from WABD to 2 Sta E Net; 12:30-1pm Monday-Friday; Johnny and Penny Olsen conduct games with prizes for women; SPONSOR - Premier Foods; AGENCY - Peck; SUPERVISOR - Art Daly,Peck; PRODUCER-WRITER - Don Blauhut,Peck; DIRECTOR - Larry White DuM; COMMERCIALS - live integrated by the Olsens-slide film by Transfilm; ON THE AIR - December 1948.

YOUR TELEVISION SHOPPER - on WABD local; 11-12pm Monday-Friday; demonstration of new products by Miss Sydney Smith and guests; PARTICIPATIONS - Swanson Canned Chicken, Duffy Rug Cleaners; PRODUCER - Duncan McDonald DuM; DIRECTOR - Dick Sandwick DuM; COMMERCIALS - live, intergrated by Miss Smith; ON THE AIR - March 1949; AVAILABLE - $100 per participation.

NBC

JUST FOR YOU - from WNBT to E&MW Nets; 12-1pm Monday- Friday; MCs Ann Pringle & Carl Caruso in female audience participation show; SPONSOR - Gimbels(1st½hr); AGENCY - Adsel; PACKAGER - Wilber Stark&Jerry Layton; DIRECTOR - Al Scott WNBT; ON THE AIR - May 1950; PARTICIPATIONS - $133 per minute.

see DATE IN MANHATTAN pg.25

NBC

JOSEPHINE McCARTHY COOKING SHOW; from WNBT to E&MW Nets; 9:45-10am Monday-Friday; recipies cooked and explained in the kitchen; PACKAGER - Mole-Lee; Producer - Jack Mole; DIRECTOR - Ivan Reiner NBC; ON THE AIR - April 1950; PARTICIPA - $163

KATHI NORRIS SHOW; on WNBT local; 10-11am Monday-Friday; Women's show with shopping hints and occasional guests; SPONSOR - Saks 34th Street (1st½hr); AGENCY - Adsel; SUPERVISOR - Ted Broido,Adsel; PACKAGER - Stark-Layton; DIRECTOR - Alfred Scott NBC; CASTING - Babs Doniger & Kathi Norris NBC; ON THE AIR - May 1950; PARTICIPATIONS-$133

QUALITY HALL; from WNBT local; 12:15-12:30pm Sundays; weekly interior decoration demonstrations by Karl Steinhauser; Sponsor - Sachs Quality Stores; AGENCY - William Warren; PACKAGER-PRODUCER - Ehrlich-O'Malley; DIRECTOR - Ivan Reiner NBC; ON THE AIR - May 1950

WPIX

TED STEELE ALL-AMERICAN SPORTS PARADE; on WPIX local; 2:30-5:30pm Monday-Saturday (except when Giant games are telecast;then 12:30-1:30pm & after games to 5:30pm; chit-chat, news, variety with the Jerry Jerome trio and guest vocal trio; DIRECTOR - Ted Esterbrook PIX; ON THE AIR - May 1950; PARTICIPATIONS - $100 before 5pm;$150 aft.

HOW TO DO SHOWS

ABC

DR. FIX-UM - from WENR-TV Chicago to E&MW Nets & kines; 6:45-7pm Friday; SUSTAINING - household hints with Art Youngquist & Wayne Griffin; PRODUCER-DIRECTOR-WRITER - Ed Skotch; Sets - John Boyd; CURRENT RATING - Net Pulse 3.1 ON THE AIR - November 1949 AVAILABLE - approx $650 per program.

DIONE LUCAS - on WJZ-TV local; 1-1:30pm Friday; cooking demonstrations and hints; SPONSOR - Argyle Douglas Corp. for Cooking School; AGENCY - Hubert L. Mihic; DIRECTOR - Richard DePew ABC; ON THE AIR - May 1950; PARTICIPATIONS - $120 per.

THE HOME GARDENER - on WJZ-TV local; 8:8:30pm Friday; hints and demonstrations for the gardener by Phil Alampi & guests; PARTICIPATING - Wonderlawn Grass Seed, Plantspur Fertilizer; AGENCY - Van Diver & Crowe; SUPERVISOR - Vernon Van Diver; 3rd PARTICIPATION - Jackson Perkins; AGENCY - Huber Hoge & Sons; DIRECTOR - Court Steen ABC; SETS & GARDENS - James McNaughton ABC; ON THE AIR - April 28, 1950

CBS

SEWING IS FUN - on WCBS-TV local; 3:45-4pm Monday,Wednesday & Friday; Lucille Rivers narrates and demonstrates styles and fashions in sewing; PARTICIPATIONS - (Monday) Blumenthal Co, Beir Fabrics,(Wednesday) Philbeck Shears, Schwarzenbach & Huber, Advanced Pattern Comapny (Friday) Beir Fabrics, Schwarzenbach & Huber, Pfaff Sewing Machine Company; PRODUCER-DIRECTOR - Rod Mitchell CBS; ON THE AIR - May 1950

DUMONT

BETTY BREWSTER'S KITCHEN - on WABD Local; 10:30-11am Friday; cooking and household hints for brides with Gloria Hoye, Fred Scott and Isabela Beach; SPONSOR - Telex Promotion Corporation; AGENCY - Mann-Ellis; DIRECTOR - Ed Saulpaugh DuM; REHEARSEL - 1hr dry,1 hr camera; ON THE AIR - March 21, 1950

DUMONT

KITCHEN FARE - on WABD local; 10:30-11pm Monday-Thursday; kitchen tips and recipies with Susan Adams and occasional guests; PRODUCER - Bob Loewi DUM; DIRECTOR - Ed Saulpaugh DUM; ON THE AIR - April 10, 1950; AVAILABLE - $200 net per program.

NBC

MYSTERY CHEF - from WPTZ Philadelphia to 1 Sta E Net; 4:30-5pm Thursdays; features The Mystery Chef in cooking lessons and hints; SPONSOR - Philco; AGENCY - Hutchins; SUPERVISOR - S.W. Crampton,Hutchins; PRODUCER - Crampton; DIRECTOR - Elmer Jaspen, WPTZ; ON THE AIR - April 1949; COMMERCIALS - Live,integrated by the Mystery Chef for Philco refrigerators, freezers and ranges.

NEWS PROGRAMS

ABC

NEWS- on WJZ-TV local; 12:25-12:30pm & 3½-6min. before sign-off; film clips and slides used in the afternoon and straight commentary in the evening with ABC staff announcer; DIRECTOR - Roger Shope ABC

THE NEWS TONIGHT - on WJZ-TV local; 7:55-8pm Sundays; Gordon Fraser narrates on the day's happenings using film clips and slides; DIRECTOR - Court Steen ABC; ON THE AIR - April 28, 1950.

CBS

FACTS AND FORECASTS - on WCBS-TV local; 10 minutes at beginning of transmission Monday-Friday; news film clips with CBS staff announcer; PACKAGER - Telenews; SALES MANAGER - Charles Burris, Telenews;

NIGHTCAP NEWS - on WCBS-TV local; 11:15-11:25pm Monday-Thursday & 11:30-11:40pm Fridays; Commentator Alan Jackson uses stills, movie strips, charts and interviews for daily news coverage; uses AP, UP, INS-Telenews; DIRECTOR - Ted Marvel CBS

TELEVISION NEWS - from WCBS toll Sta E&MW Nets; 7:30-7:45 Mon-Fri; COMMENTATOR - Doug Edwards uses stills, movie strips, charts, interviews and animation for daily news coverage; uses AP, UP, INS-Telenews; SPONSOR - Oldsmobile on M, W, F; AGENCY- D.P. Brother, Detroit; PRODUCER-DIRECTOR - Don Hewitt CBS; Sponsor picks up all 5 programs in October; PRODUCTION - $1750 per.

THIS WEEK IN REVIEW - from WCBS-TV to 3 Sta E Nets; 10:45-11pm Sunday; SUSTAINING - Arthur Hannes reports the news over film clips; DIRECTOR - Chuck Friend CBS; AVAILABLE - $650 per program.

DUMONT

BROADWAY TO HOLYWOOD - from WABD to 2 Sta E&MW Nets; 10:30-11pm Wednesday; George Putnam gives show business news and reviews; SPONSOR - Tydol"Flying A"gasoline & Veedol motor oils; AGENCY - Len'n & Mitchell; DIRECTOR - Pat Fay DUM; WRITERS - Lee Putnam&Eddie Higgens

CAMERA HEADLINES - on WABD local; 9:30-9:45am & 5:55-6pm Monday-Friday; Don Russell am and Gordon Urquhart pm narrate happenings of the day and vignettes from the latest news; DIRECTOR - Don Rosenquest; WRITER - Marion Glick; ON THE AIR - November 1949

DUMONT

HEADLINE CLUES - from WABD to 1Sta E Net; 12-12:30 Mon_Fri; George Putnam gives the news with viewers participating in telephone giveaway; PRODUCER - Jerry Grossa & DuMont TV Network; DIRECTOR - Pat Fay DuM; WRITERS - Lee Putnam & Eddie Higgens; $450.

HERALD-TRIBUNE NEWS - on WABD local; 5 minutes before closing Sun-Sat; Commentator Robert Pfeiffer reports over still pictures; PACKAGER - Herald Tribune; ON THE AIR - February 1949. AVAILABLE - $100 net per program.

NBC

see DON GODDARD - Pg 29

CAMEL NEWS CARAVAN - from WNBT to 26 sta E&MW Nets; 7:45-8pm Mon-Fri; John Cameron Swayze on NBC reports the day's news using film segments, charts, and other frequent remote pick-ups, with Robert McCormick in Washington & commentators on other network stations; SPONSOR - Camels; AGENCY - William Esty; PRODUCER-DIRECTOR Clarence Thoman NBC; NEWS EDITORS - Ralph Peterson & Art Lodge NBC; COMMERCIALS - testimonials and animated films (by Transfilm); CURRENT RATING - Net Pulse 14.7. PRODUCTION - approx $10,000 weekly.

CON EDISON WEATHERMAN - on WNBT local; 6:55-7pm Mon-Fri; Tex Antoine with the latest US WeatherBureau Forecast, information and sidelights; SPONSOR - Consolidated Edison; AGENCY - Bat,Bart,Dur,Osb; PRODUCER - Alan Handley NBC; DIRECTOR - Dick Schneider NBC; COMMERCIALS - by Tex Antoine backed up by cartoon illustrations

THIS WEEK'S REVIEW OF THE NEWS - on WNBT local; 11-11:15 Sundays; all film with voice over by Ken Banghart & Rad Hall; SUSTAINING; PRODUCER - NBC News & Special Events; DIRECTOR - Martin Hoade NBC; ON THE AIR - May 1949; AVAILABLE - approx $200

WOR

TELEFAX NEWS - on WOR-TV local; Times vary during daytime & 11-12pm Tues-Sat. except Wed. 11:30-12pm; news vari-typed photographed & projected before the camera; no voice, background music only; EDITOR - Frank Dahm; ON THE AIR - October 1949

WPIX

see TELEPIX pg 29

DANTON WALKER'S CLOSE-UPS - on WPIX local; 6:35-6:45pm Sun-Fri; news items and interviews with name guests; DIRECTOR - Bud Gammon; AVAILABLE - $90 plus time; PARTIC.

NEWS ON THE HOUR - on WPIX local; 7-7:15pm Sun-Sat, 10:20-10:30pm Sun, 12-12:15pm Mon-Sun,except Fri 1-1:15am; Announcer John Tillman talks over film strips & with an occasional guest; SPONSOR - New York Daily News; DIRECTOR - Allen Martin PIX

TELENEWS WEEKLY - on WPIX local; 10-10:20pm Sundays; newsreel reviewing news of the week with narration by Staff Announcer; SPONSOR - Williams Oil-O-Matic; AGENCY - Caster, Hemstead & Hanford (Chicago); PACKAGER - Telenews Productions

SPORTS REMOTES

ABC

PROFESSIONAL WRESTLING - from WENR-TV Chicago to 16 Sta E&MW Nets; 9:30-12pm Wed; main bouts from Rainbow Arena; PARTICIPATING SPONSOR - American Shop Inc.(Scheer Adv,Newark); PRODUCER - Harry Byrnes;WENR; ANNOUNCER - Wayne Griffen, WENR-TV; AVAILABLE - co-op approx 40% evening hourly rates; CURRENT RATING - Net Pulse 15.8

ABC

ROLLER DERBY - from WJZ-TV TO E&MW Nets; 10-11:15pm Thur, 10-11pm Fri, 9:05-11:15pm Sat; Sportscasters Ken Neidel & Joe Hasel describe roller events; SPONSOR - Blatz Beer Co(for 1st ½hr); AGENCY - Kastor, Farrell, Chesley & Clifford; DIRECTOR - Marshall Diskin ABC; ON THE AIR - September 1949.

ROLLER DERBY WORLD SERIES - from WJZ-TV to 7 Sta E&MW Nets; 10-11:15pm June 3, 4 & 8 a series of three telecasts from Madison Square Garden with commentary by Joe Hasel & Ken Neidel; SPONSORS - Dodge (first ½hr), Blatz Brewing Co (10:30-11:15); AGENCIES - Ruthrauff & Ryan (Dodge), Kastor, Farrell, Chesley & Clifford (Blatz); DIRECTOR - Marshall Diskin ABC

WRESTLING INTERVIEWS - from WENR-TV Chicago; for ten minutes after Wrestling from Rainbow Arena interviews with Wayne Griffin; 4 weeks starting May 24; SPONSOR - NYC Homecraft Publishers; AGENCY - Klores & Carter; PRODUCER - Harry Byrnes WENR; NY DIRECT- Marshall Diskin ABC; ON THE AIR - May 1950

DUMONT

AMATEUR BOXING FROM CHICAGO - from WGN-TV Chicago to 6 Sta E&MW Nets; 10pm-conclusion Fridays; Commentator - Jack Brickhouse; AVAILABLE - $350 per participation; CURRENT RATING - Net Pulse 7.3.

BOXING FROM SUNNYSIDE - from WABD to 2 Sta E&MW Nets; 9:30-11pm Thursdays; Dennis James and Sam Laine describe fights from Sunnyside Gardens; SPONSOR - Kreuger Brewing Co; AGENCY - Geyer, Newell & Ganger; DIRECTOR - Harry Coyle DuM; COMMERCIALS - live by Dennis James at open; 3 film at open, middle & close; live,stop motion & animated; films made by Sarra and Hartley Productions; ON THE AIR - September 1949; CURRENT RATING - Net Pulse 10.1

DIZZY DEAN - on WABD local; 10 minute pre and post-game interviews at Yankee home games by former baseball star, night game interviews are 25 minutes long, not on before week-day double-headers; SPONSOR - Philip Morris; AGENCY - Biow; DIRECTOR - Harry Coyle DuM; COMMERCIALS - live integrated by Dean; ON THE AIR - April 21, 1950

WRESTLING FROM CHICAGO - from WGN-TV to 14 Sta E&MW Nets; 10-12pm Saturdays; main events of professional wrestling bouts; SUSTAINING; ON THE AIR - September 1949 CURRENT RATING - Net Pulse 13.8

WRESTLING FROM SUNNYSIDE - from WABD to 5 Sta E&MW Nets; 9:30-Conclusion Monday nights; Dennis James and Sam Laine cover professional matches; SPONSOR - Sunset Appliances; AGENCY - Donahue & Coe; DIRECTOR - Harry Coyle DuM; ON THE AIR - September 1949 CURRENT RATING - Net Pulse 14.1

YANKEE HOME GAMES - on WABD local; day 2:25pm-conclusion & night 8:25pm-conclusion; descriptions by Mel Allen, Dizzy Dean & Curt Gowdy; SPONSOR - Ballantine Beer; AGENCY - J. Walter Thompson; PRODUCER - Bill McCarthy,JWT; DIRECTOR - Harry CoyleDuM COMMERCIALS - live integrated and film; stop motion, semi-animated by Sarra and Depicto; ON THE AIR - April 15, 1950;

CBS

WRESTLING FROM BRONX WINTER GARDEN - from WCBS to 10 sta E&MW Nets; 10-11pm Tuesdays; professional wrestling bouts with sportscaster Bill Johnston; PARTICIPATIONS - Tenderleaf Tea,Chase & Sanborn Coffee,Nash,Pabst,Union Oil; DIRECTOR - Judson Bailey CBS; ON THE AIR - May 1950; PARTICIPATIONS - $400 per participation.

NBC

TROTTING RACES - from WNBT to E Net; 10:30-11:30pm Thurs & Sat; SUSTAINING; trotting races from Roosevelt Raceway with commentary by Bill Stern & Clem McCarthy; DIRECTOR - Jack Mills NBC; ON THE AIR - May 1950.

HORSE RACING - from WNBT to E&MW Nets; 3:30-4:30pm Weds & Sats; SUSTAINING; feature events from Jamaica, Belmont & Aqueduct with commentary by Clem McCarthy, Sam Renick & Ray Barrett; PRODUCER - Bill Garden NBC; DIRECTORS - Jack Mills, Jack Dillon NBC; ON THE AIR - April 12 thru July 29.

WOR

BOXING FROM FORT HAMILTON BOWL, B'KLYN - on WOR-TV local; 9-10:45pm Thurs; except when Dodger night games are televised; commentary by Stan Lomax & Dick Nesbitt; PARTICIPATING; DIRECTOR - Roy Meredith WOR; ON THE AIR - May 1950.

BUSHWICK BASEBALL - on WOR-TV local; 8:30pm to conclusion Wednesdays; series of night games from Dexter Park, B'klyn with commentary by Stan Lomax; SUSTAINING; DIRECTOR - Ralph Griffon WOR; ON THE AIR - May 31, 1950.

DODGER HOME BASEBALL GAMES - on WOR -TV local; day-1:25pmto concl. & night-8:25pm to concl; description by Red Barber, Connie Desmond & Vince Scully; SPONSOR - F & M Schaefer Brewing Co; AGENCY - BBD&O; SUPERVISOR - Jim Beach BBD&O; DIRECTOR - Roy Meredith WOR; COMMERCIALS - live integrated & film-stop motion & semi-animation ON THE AIR - April 21, 1950.

WRESTLING FROM FORT HAMILTON BOWL - on WOR-TV local; 8:45-11pm Saturdays; with description by Tom Moorhead; PARTICIPATING; DIRECTOR - Roy Meredith WOR; ON THE AIR - May 1950.

WRESTLING FROM JAMAICA ARENA - on WOR-TV local; 8:45-10:45 Fridays; with description by Dick Nesbitt; SPONSOR - Frost Refrigerators (first 1¼hr); AGENCY - Getschal & Richard; DIRECTOR - Roy Meredith WOR; ON THE AIR - October 1949.

WPIX

BOXING AT RIDGEWOOD GROVE - on WPIX local; 9-11pm Mondays; with description by Jack McCarthy & Joe Bolton; SPONSOR - R & H BEER; AGENCY - Paris & Peart; DIRECTOR - Jack Murphy PIX; COMMERCIALS - by Sarra.

GIANT HOME GAMES - on WPIX local; day-2:25 to Concl. & night-8:25 to concl; with description by Russ Hodges & Ernie Harwell; SPONSOR - Chesterfield; AGENCY - Cunningham & Walsh; SUPERVISOR - Al Tennyson,C&W; DIRECTOR - Jack Murphy PIX; COMMERCIALS - film-live action, semi-animation & stop-motion made by Ben Harrison; ON THE AIR - April 15, 1950

STOCK CAR RACING - on WPIX local; 9:30 to concl. Saturdays; stock car racing from Freeport Stadium with commentator Duke Donaldson; SUSTAINING; DIRECTOR - Jack Murphy PIX; ON THE AIR - June 3, 1950. AVAILABLE - $1850 inc time or $250 per partic.

WRESTLING FROM HEMPSTEAD - on WPIX local; 9-11pm Wednesday; with description by Jack McCarthy; SPONSOR - Studebaker of Met NY & NJ; AGENCY - Roche, Williams & Cleary,Chicago; SUPERVISOR - Minor Williams,RW&C; DIRECTOR - Jack Murphy PIX; ON THE AIR - March 22, 1950.

WPIX

WRESTLING FROM RIDGEWOOD GROVE - on WPIX local; 9-10:45pm Thursdays; description by Guy LeBow; SPONSOR - Sunset Appliances; AGENCY - Donahue & Coe; DIRECTOR - Pete Molnar PIX; ON THE AIR - September 1949.

WRESTLING SCENE - on WPIX local; 11-11:15pm Thursdays; MC Guy Le Bow gives sports round-up and interviews wrestlers from ringside at Ridgewood Grove; SPONSOR - Homecraft Inc; AGENCY - Klores & Carter; DIRECTOR - Pete Molnar PIX; ON THE AIR - May 1950

SPORTS PROGRAMS

ABC

BOWLING HIGHLIGHTS - on WJZ-TV local; 7-7:15pm Wednesdays; bowling demonstrations by guest bowlers with explanations by Al Cirillo; PARTICIPATION - Ruppert Beer; Blow; PACKAGER - Telesports; DIRECTOR - Charles Bishop ABC; ON THE AIR - March 1950;

CBS

AROUND THE CIRCUIT - on WCBS-TV local; 11-11:15pm Tuesdays; Steve Ellis & Guy Wallace discuss the weeks happenings in sports and interview sports guests; SPONSOR - Amalie Motor Oil; AGENCY - Hicks & Griest; SUPERVISOR - Peter Krug,H&G; PACKAGER - Guy Wallace Prod; DIRECTOR - Byron Paul CBS; REHEARSAL - ½hr cam; COMMERCIALS - live done by Guy Wallace using visual divices; ON THE AIR - May 1950

NBC

GREATEST FIGHTS OF THE CENTURY - from WNBT to 23 Sta E&MW Nets; 10:45-11pm Fridays; filmed excerpts of famous fights narrated by Jim Stephenson; SPONSOR - Chesebrough for Vaseline Hair Tonic; AGENCY - Cayton; SUPERVISOR - Alan Black,Cayton; COMMERCIALS - 2 film-live action & stop motion with voice over; made by Loucks & Norling; ON THE AIR - April 1949; CURRENT RATING - Net Pulse 18.0.

WOR

JOHNNY FARRELL GOLF CLUB - on WOR-TV local; 8:30-8:45pm Saturdays; US Open Golf Champion of 1928 in golf lore and lessons with guests; PACKAGER-PRODUCER - Farrell; PARTICIPATION - Miller's High Life Beer; DIRECTOR - Mende Brown WOR; ON THE AIR - November 1949; AVAILABLE - $900 including time; $250 per participation

CLUBHOUSE QUIZ - on WOR-TV local; 15 minutes following all Dodger home games; Bob Edge in a telephone quiz with prizes; SPONSOR - Ehler's Coffee; AGENCY - Weiss & Geller; PRODUCER - Ernest Byfield Jr. W&G; DIRECTOR - Nat Eisenberg; COMMERCIALS - live integrated; ON THE AIR - April 14, 1950.

HAPPY FELTON'S KNOT-HOLE GANG - on WOR-TV local; 25 minutes preceding all Dodger home games; high school athletes are interviewed and introduced to the ball players; SPONSOR - Curtiss Candy Co; AGENCY - C. L. Miller & Co; SUPERVISOR - Joe Ripley; PRODUCER - Happy Felton; ON THE AIR - April 1950; PRODUCTION - approx $1000.

TOP VIEWS IN SPORTS - on WOR-TV local; 8:30-8:45pm Fridays; film series spotlights the weeks leading sports events with commentary by Jimmy Evans & Howard Miller; PACKAGER - All American News; ON THE AIR - Dec 1949; AVAILABLE - $250 per part.

WPIX

A DAY WITH THE GIANTS - on WPIX local; 20 minutes prior to Giant home games; an interview show with Laraine Day & Fred Robbins; SPONSOR - Studebaker - on Sat & Sun only) AGENCY - Klores & Carter; DIRECTOR - Jack Murphy PIX; ON THE AIR - April 1950

BATTER UP - on WPIX local; 1:30-2pm prior to all Giant home games; telephone quiz based on sports facts, figures & personalities; SPONSOR - Winston Stores; AGENCY - Sternfield-Godley; SUPERVISOR - Samuel Godley; PACKAGER - Albert Black; DIRECTOR - Bud Gammon,PIX; ON THE AIR - April 18, 1950; COMMERCIALS - live integrated product display with Joe Bolton & Marion Carter;

JIMMY POWERS SPORTS SHOW - on WPIX local; 6:45-7pm Sun-Sat; sports news and interviews with guest sports celebrities; SPONSOR - Howard Clothes (Mon-Fri); AGENCY - Peck Agency; DIRECTOR - Bud Gammon PIX; ON THE AIR - May 1949; AVAIL - $450 Sat or Sun

TELECADE OF SPORTS - on WPIX local; 11-11:10pm Sat & 10:50-11pm Thurs; sports events of the week on film narrated by Hugh James & Jack Tobin; SPONSOR - Guiness Stout; AGENCY - Hewitt, Ogilvy, Benson & Mather; SUPERVISOR - Lou Ergman,HOB&M; ON THE AIR March 1950

CHILDREN'S PROGRAMS

ABC

BUCK ROGERS - from WJZ-TV to 18 Sta E&MW Nets; 7-7:30pm Saturdays; live dramatized series based on the stories of the interplanetary adventurer; with Robert Pastene, Lou Prentis, Sanford Beckart and others; SPONSOR - Peter Paul Inc; AGENCY - Maxon; SUPERVISOR - Preston Pumphrey,Maxon; PACKAGER - MCA; PRODUCER - Babette Henry ABC; DIRECTOR - Babette Henry ABC; WRITER - Gene Wyckoff; SETS - Al Heshong; CASTING - Babette Henry & Joe Cates MCA; COMMERCIALS - live integrated with product display; ON THE AIR - April 15, 1950; CURRENT RATING - Net Pulse 11.7; PRODUCTION - app$5500

CARTOON TELETALES - from WJZ-TV to E&MW Nets; 6:30-7pm Sundays; children's show features Chuck Luchsinger drawing cartoons and Jack Luchsinger narrating a story; PACKAGER - Lee Orgel; PRODUCER - Chuck & Jack Luchsinger; DIRECTOR - Richard Depew ABC; WRITERS - Chuck & Jack Luchsinger; REHEARSAL - 3 hrs dry, 1 hr cam; SUSTAINING ON THE AIR - May 1949; AVAILABLE - approx $1250.

MR MAGIC - from WJZ-TV to 5Sta E Net; 5-5:15pm Wednesday-Saturday; features magician Norman Jensen and his puppet rabbit J. J.; PACKAGER - Chick Vincent; PRODUCER - Chick Vincent; DIRECTOR - Court Steen ABC; PARTICIPATING; ON THE AIR - April 1950 AVAILABLE - $240 per participation.

SINGING LADY - from WJZ-TV to 13 Sta E&MW Nets; 6-6:30pm Sundays; Ireene Wicker dramatizies stories for kids with the Suzari marionettes; SPONSOR - Kelloggs; AGENCY - Kenyon & Eckhardt (Rice Crispies) & Leo Burnett (Corn Soya); SUPERVISOR - Allen Ducovny,K&E; PACKAGER-PRODUCER- DIRECTOR - Blair Walliser; NET DIRECTOR - Herman Liveright ABC; WRITERS - Wicker & Walliser; MUSIC - Alan Grant; SETS - James McNaughton ABC; REHEARSAL - 6 hrs dry & 3 hrs camera; COMMERCIALS - announcer John Griggs live with 6 rotating films-stop action-opening & closing-2 middle rotating; ON THE AIR - July 1948; CURRENT RATING - Net Pulse 8.7 ; PRODUCTION - approx $1800.

ABC

SUPER CIRCUS - from WENR-TV Chicago to 14 Sta E&MW Nets; 5-6pm Sundays; Ringmaster Claude Kirschner, Clown Cliff Soubier, Mary Hartline & band with circus variety acts; SPONSOR - Canada Dry (J.M.Mathes) 1st ½; M&M Candy (Wm Esty) & Peters Shoe Co. (H,H&McD) alternate on 2nd ½hr; WRITER - Don Schuffman; ON THE AIR - September 1948; CURRENT RATING - Net Pulse 13.1; PRODUCER - Greg Garrison, WENR-TV.

THE LONE RANGER - from WJZ-TV to 6 Sta E&MW Nets; also 23 other stations; 7:30-8pm Thursdays; Western series filmed especially for television; SPONSOR - General Mills AGENCY - Dancer, Fitzgerald & Sample; SUPERVISOR - Russ Raycroft,DFS; Films made by Apex Productions, Hollywood; COMMERCIALS - 3 film-live action with voice over for Cheerios, Bisquick & Cake Mixes made by Apex; also sponsored by American Bakery through Tucker, Wayne, Atlanta, on six Southern Stations; ON THE AIR - September 1949 CURRENT RATING - Net Pulse 26.4

CBS

CHUCK WAGON - on WCBS-TV local; 5-6:15pm Monday-Friday & Sundays; "Sheriff" Bob Dixon introduces a western film and for ten minutes before and after he discusses and demonstrates western gear; PARTICIPATIONS - Hood Rubber Co, Circle H Bicycle Co, Cole Bros Circus; DIRECTOR - Leonard Valenta CBS; PARTICIPATIONS - $995 per ¼hr

LIFE WITH SNARKY PARKER - from WCBS-TV to E&MW Nets; 6:15-6:30pm Monday-Friday; kids' puppet program; with Bil & Cora Baird, Franz Fazakas & Ray Hedge as voices for western characters; SUSTAINING; PRODUCER - Bil Baird; DIRECTOR - David Reich CBS WRITERS - Bil Baird, Alan Stern & Leonard Holton; ON THE AIR - January 1950

LUCKY PUP - from WCBS-TV to E&MW Nets; 6:30-6:45pm Mon-Fri & 6:45-7:15pm Sat; film recap of week; serial adventures of puppet Lucky Pup, Foodini the magician, his ass't Pinhead and other puppets by Hope & Morey Bunin; with narrator Doris Brown; SPONSORS - Good-And-Plenty Candy (Adrian Bauer) on Wednesday; Bristol Myers for Ipana (Doherty, Clifford & Shenfield) on Thursday; Int'l Shoe Company (Hoag & Provandie,Boston) on Friday; PRODUCER-DIRECTOR - Clarence Schimmel CBS; WRITERS - Len Turovlin, Nat Wilkes; COMMERCIALS - live integrated with Doris Brown and puppets; ON THE AIR - August 1948; CURRENT RATING - Net Pulse 13.2 AVAIL - $775 ¼hr $950 for the ½hr Saturday recap.

MR I. MAGINATION - from WCBS-TV to E&MW Nets; 6:30-7pm Sundays; Paul Tripp takes kids to Imagination land during the first 8 minutes, then dramatizes children's classics; PRODUCERS - Don Richardson CBS, in association with Norman & Irving Pincus; DIRECTOR - Don Richardson CBS; WRITER - Paul Tripp & Freelance; MUSIC - Tripp & Ray Carter; CASTING - N.Pincus & Tripp; SETS - Hjalmar Hermanson CBS; REHEARSAL - 15 hrs dry 4 hrs camera; ON THE AIR - April 1949; CURRENT RATING - Net Pulse 8.9 . Hiatus not set. Nestle Candy (Cecil & Presbrey) to sponsor in Fall.

DUMONT

CAPTAIN VIDEO - from WABD to 10 Sta E&MW Nets; 7-7:30pm Monday-Friday & 7:30-8pm juvenile adventure series with Richard Coogan, Don Hastings and others; combines live action with integrated film sequences; SPONSORS - Rosefield Packing Co-Skippy Peanut Butter (Wednesdays) through Gill, Bascomb & Bonfigli; Powerhouse Candy Bar (Tuesdays & Thursdays) through Franklin Bruck; PRODUCER - James Caddigan DuM; DIRECTOR - Larry White DuM; SUPERVISOR - Moe Kleinfeld,Bruck; WRITER - M.C. Brock; SETS - Rudy Lucek DuM; CASTING - Elizabeth Mears DuM; REHEARSAL -3 hrs dry 1½ cam; ON THE AIR-June1949; RATING-Net Pulse15.4 NYC Pulse 14.4 ; AVAILABLE-$900 ¼hr

DUMONT

MAGIC COTTAGE - from WABD to 5 Sta E&MW Nets; 6:30-7pm Mondays-Fridays; Pat Meikle tells and illustrates fairy tales with prizes for studio and home contestants; SPONSOR - Peter Paul Inc (2nd 15 minutes Wednesdays); AGENCY - Maxon; SUPERVISOR - Preston Pumphrey,Maxon; DIRECTOR - Bill Marceau DuM; WRITER - Mortimer Frankel; SETS - Rudy Lucek DuM; CASTING - Elizabeth Mears; REHEARSAL - 3hrs dry & 1½ camera; ON THE AIR - June 1949; CURRENT RATING - Net pulse 9.8 & NYC Pulse 10.4 AVAILABLE - $459 net per program.

OUR TV TODDLERS - on WABD local; 2-2:15pm Mondays; Cardinal Spellman's campaign for foster homes for children; Father Michael Dwyer introduces the children and a guest sportscaster conducts a crawling race; SUSTAINING; PRODUCER - Father Dwyer DIRECTOR - Dick Sandwick DuM; ON THE AIR - May 1950

SMALL FRY CLUB - from WABD to 3 Sta E&MW Nets; 6-6:30 Monday-Friday; MC Bob Emery & kids sit in a "fishbowl" on stage; kids are shown cartoons, newsreels and short subjects; SPONSOR - New England Confectionery Co (Thursdays); AGENCY - C.J. LaRoche; PACKAGERS - DuMont & Bob Emery; DIRECTOR - Arnold Nocks DuM; ON THE AIR March 1947; PARTICIPATION - Nestle's Chocolate (Wednesdays); CURRENT RATING - Net Pulse 12.4;

YOUR TELEVISION BABY SITTER - on WABD local; 10-10:30pm Monday-Friday; Pat Meikle tells and illustrates fairy stories; DIRECTOR - Don Rosenquest DuM; WRITERS - Hal Cooper & Pat Meikle; ON THE AIR - November 1948, off & now back in May.

NBC

FRIENDSHIP RANCH - on WNBT local; 6-6:15pm Thursdays; children's variety show with western flavor; with yodeler Olivio Santoro; SPONSOR - Burry Biscuits; AGENCY - Clements Co, Philadelphia; SUPERVISOR - Dave Roberts,Clements; PRODUCER - Alice Clements; DIRECTOR - Dave Roberts,Cle; COMMERCIALS - live product demonstration; ON THE AIR - March 1950

GOBO'S CIRCUS - on WNBT local; 6-6:30pm Tuesdays; Gobo the Clown(Coby Ruskin) and Kajar the Magician play host to children in a circus show format; SPONSOR - Welsch Candy Co; AGENCY - Bennett, Walther & Menadier; SUPERVISOR - Nelson Bennett,BW&M; PRODUCER - Alan Handley NBC; DIRECTOR - Al Scott NBC; WRITER - Alan Handley NBC; CASTING - Alan Handley & Jinna Rolf NBC; REHEARSAL - 1 hr dry & 2 hr camera; ON THE AIR - May 1949; COMMERCIALS - live, narrated by Coby Ruskin & Donnie Harris.

HORN & HARDART CHILDREN'S HOUR - on WNBT local; 10:30-11:30am local Sundays; Simulcast with MC Ed Herlihy introducing kid variety talent; SPONSOR - Horn & Hardart AGENCY - Clements Co,Philadelphia; PRODUCER - Alice Clements; DIRECTOR - Dave Roberts,Cle; COMMERCIALS - live integrated by Herlihy.

HOWDY DOODY SHOW - from WNBT to 27 Sta E&MW Nets; 5:30-6pm Monday-Friday: MC Bob Smith and puppets operated by Rhoda Mann & company perform for a "peanut gallery" of kids; Smith sings and talks with kids and is voice for Howdy Doody; SPONSORS - KEllogg (Kenyon & Eckhardt) first 15 min Tue & Thur; Mars Candy Co (Grant Adv) last 15 min Mon, first 15 min Wed, first 15 min Fri; Colgate Dental Cream (Ted Bates) last 15 min Tues & Thur; Ovaltine (Grant Adv) last 15 min Fri; PACKAGER - Martin Stone; PRODUCER - Roger Muir NBC; DIRECTOR - Robert Rippen NBC; WRITER - Ed Kean RATINGS - Net Pulse 21. NYC Pulse - 22.4; COMMERCIALS - Mars uses giveaways; Colgate is live integrated; Ovaltine is live integrated with giveaways. PRODUCTION-$950 ¼hr.

NBC

JUDY SPLINTERS - from WNBT to 25 Sta E&MW Nets; 5:15-5:30pm Mon-Fri; Ventriloquist Shirley Dinsdale and puppet Judy in show featuring guests & panel discussions with Judy as moderator; SUSTAINING; PRODUCTION - Roger Muir NBC; DIRECTOR - Barry Bernard NBC; WRITER - Ed Kean; Music - Del Horstmann; ON THE AIR - October 1949; CURRENT RATING - Net Pulse 7.7

KUKLA, FRAN AND OLLIE - from WNBQ Chicago to 24 Sta E&MW Nets; also 35 kine; 7-7:30 pm Mon-Fri; features the Kuklapolitan Characters in"an off the cuff"conversation with Fran Allison; voices by Burr Tillstrom; SPONSORS - RCA Victor (J.W.Thompson) on Monday & Wednesday; Ford Dealers (J.W.Thompson)on Wednesdays; National Dairies for Sealtest (N.W.Ayer) on Tuesdays & Thursdays; PACKAGER - Burr Tillstrom; PRODUCER Beulah Zachary; DIRECTOR - Louis Gonavitz; WRITER - Tillstrom; MUSIC - Jack Fascinato; ON THE AIR - October 1947; CURRENT RATING - Net Pulse 14.8 NYC Pulse 11.6

MAGIC CLOWN - on WNBT local; 11:30-11:45pm Sundays; with Sam Zovello as the clown-magician; Zovello does tricks and teaches one trick to the audience; SPONSOR - Gold Medal Candy for Bonomo Turkish Taffy; AGENCY - Donahue & Coe; PACKAGER - Al Garry; DIRECTOR - Craig Allen; REHEARSAL - 1 hr dry, 1 hr camera; ANNOUNCER - Ray Morgan.

WATCH THE WORLD - on WNBT local; 3:30-4pm Sundays; Educational newsreel for youngsters uses some film and is narrated by John Cameron Swayze; SUSTAINING; SUPERVISOR - Frank McCall.

add CHILDREN'S THEATER on Pg 41-Films

WOR

BOBBY BENSON AND THE B-BAR-B - on WOR-TV local; 7:30-8pm Tuesday; a complete dramatized western adventure of boy rancher Bobby Benson (Ivan Curry) and foreman (Al Hodge) with Don Knotts and others; PRODUCER - Herbert Rice WOR; DIRECTOR - Hal Cranton WOR; ORGAN EFFECTS - Milton Kaye ON THE AIR - April 18, 1950

MYSTERY RIDER - on WOR-TV local; 6-6:45pm Tuesday-Saturday; western adventure series with masked cowboy Al Hodge who talks to young guests; with a western film serial complete in two programs supplied by Cinetel; SUSTAINING; PRODUCER-DIRECTOR - Mende Brown WOR; ON THE AIR - January 1950; AVAILABLE - $175 per program, or $110 for 15 minutes plus air time.

TIME FOR BEANY - on WOR-TV local; 6:45-7pm Tuesday-Saturday; on film; kinescoped at KTLA; children's puppet show produced by Paramount Television in Hollywood; PACKAGER-PRODUCER - Bories & White; ON THE AIR - February 1950

WPIX

SIX-GUN PLAYHOUSE - on WPIX local; 5:30-6:30pm Sunday-Saturday; Western films for kids; PARTICIPATIONS - Posner Shoes (Saturday) through Posner-Zabin; Colonial Candy (½hr Friday) through Brisacher, Wheeler & Staff; see Film Pg 41.

add JR. TALENT TIME in Talent Section, Pg 20.

CURRENT FILM SCHEDULE

Includes only time reserved for untitled one-shot films, rather than film series produced or edited for Television, which are included in their respective categories.

PARTICIPATIONS - Available at card rates (except where otherwise noted)

ABC

FILM DEPARTMENT HEAD - Nat Fowler - 7 West 66th Street - Trafalgar 3-7000

Sat - 6:15-7pm Library Of Western Films
Sat - 9-9:09pm On The Sports Page

CBS

FILM DEPARTMENT HEAD - Grant Theis; Ass't - Tom McAndrews - 15 Vanderbilt - Pl 5-2000

Sun - 5:30-6:30pm The Chuck Wagon
Mon-Fri - 5-6:15pm The Chuck Wagon
Tue - 8-9pm Film Theater
Wed - 10-11pm Film Theater
Sat - 10-11:15pm Premiere Theater

DuM

FILM DEPARTMENT HEAD - Andrew Jaeger; Ass't - Peter Sarkies - 515 Madison - Mu 8-2600

Tue - 10-11:15pm Feature Theater
Wed - 8-9pm Adventure Playhouse
Thu - 8-9pm Screen Mysteries
Fri - 9-10pm Sportmen's Playhouse
Sat - 6:30-7:30pm Frontier Theater
Sun - 8:30-9pm Musical Featurette

NBC

FILM DEPARTMENT HEAD - Frank Lepore Ass'ts - John Cron&Beulah Jarvis-30 Rock Plaza

Sun - 10-10:00am Children's Theater
10:10-10:30am Don Winslow, serial
5:30-6:30pm Hopalong Cassidy
Mon-Fri (except Tue & Thur)
6-6:30pm Children's Theater
Tue - 8-9pm Feature Playhouse (J Arthur Rank films)
Thu - 4:15-4:30pm Film Shorts
5-5:15pm Men Of Action
6:15-6:30pm Children's Theater
Fri - 10:45-11pm Sports Films (3 wks)

WOR

FILM DEPARTMENT HEAD - Alan Rhone; Ass't - Holly Moore - 20 West 67th St - Lo 4-8000

Tue-Sat - 7-7:15pm & 10:45-11pm Comedy Carnival
Sat & Sun - 10-15 minutes before Dodger Ball Games - Shorts
Sat - 5-6pm Italian Feature Film

WPIX

FILM DEPARTMENT HEAD - Tony Azzata; Ass't - Robert Noak - 220 East 42nd St - Mu 2-1234

Sun-Sat - 5:30-6:30 Six-Gun Playhouse (see children's shows)
8-10pm Double Feature Theater
10:30-12pm All Star Theater
Mon-Sat 1:30-2:30 Matinee Movie
7:30-9pm Mon, Wed, Sat & 8-9pm Thu - Summer Theater - film & acts with Glenn Rowell as MC
Mon-Sat - 11:15-12:30pm Night Owl Theater
Tues - 7:30-9pm Four Star Theater
Fri - 8-9:30pm Premiere Theater

FUTURES (Continued)

Sept — T-Men debuts on ABC-TV Net; On Monday evenings; series based on activities of the Treasury Agents; Sponsor - Chrysler Corp; Agency - McCann- Erickson

Sept 7 — Truth Or Consequences debuts on CBS-TV Net; 10-10:30pm Thursdays; TV version of radio show starring Ralph Edwards; Sponsor - Philip Morris; Agency - Biow

Sept 16 — Fifteen Professional Football Games debuts on ABC-TV Net; (series ends on Dec 17 with championship games); Film Highlights debuts on ABC-TV Net; ½hr. Wednesday nights; ilm ighlights of all the teams in the league; NY Giants' Huddle debuts on WJZ-TV local; ½hr program featuring highlights of the Giants' game and interviews with players; Sponsor - Sun Oil Co; Agency - Hewitt, Ogilvie, Benson & Mather

Oct 6 — Open House debuts on ABC-TV E Net; ½ hour Fridays starring Art Linkletter; Sponsor - Minnesota Canning Co (26 weeks); Agency - Leo Burnett

Ross Reports

ON TELEVISION PROGRAMMING

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RESEARCH: Nicholas Gordon

VOL. 2 NO. 5
SUPPLEMENT A

JULY 16 - 22, 1950

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(16) - CBS(Ch2) 9-9:15pm; DEBUT - The Robert Q. Lewis Show; from WCBS-TV to E&MW Nets; informal revue with MC Robert Q. Lewis; Sponsor - Arnold Bread; Agency - Benton & Bowles; Producer-Director - Fred Rickey CBS; replaces "Faye Emerson Show".

CBS(Ch2) 9:30-10pm; DEBUT - Look To The East; from WCBS-TV to E&MW Nets; series of three special programs on the Korean war; with Dwight Cooke & guest panelists; the three programs will cover military strategy, U.S. foreign policy & the home front; Sustaining; Supervisor - Sig Mickelson CBS; Producer - Leon Levine CBS; Director - Alan Dinehart CBS.

NBC(Ch4) 11:45-12noon; DEBUT - UN Stamp Club; on WNBT local; history of UN member countries as told through their stamps; Sustaining; Producer - George Wallach NBC; Director - Ivan Reiner NBC.

NBC(Ch4) 9-10pm; HIGHLIGHT - Ballet Theater; from WNBT to E&MW Nets; dancers Nora Kaye, Igor Youskevitch, Diana Adams & others will perform the ballet "Giselle"; third television appearance for the Ballet Theater; Sustaining; Producer-Director - Garry Simpson NBC; Conductor - Max Goberman.

Mon(17) - CBS(Ch2) 9:30-9:45pm; DEBUT - Arthur Murray Show; from WCBS-TV to E&MW Nets; with Mrs. Kathryn Murray & dance instructors from the Arthur Murray Dance Studios in demonstrations of dance steps; Sponsor - Doubleday for Arthur Murray Dance Book; Agency - Huber Hoge; Producer-Director - Alan Dinehart CBS; Music - Alvie West's Band; program moves from 11-11:15pm time segment.

- more -

THIS ISSUE

** We have postponed our Monthly Issue for July on Packaging of Programs one week in order to do a more complete job.

DEBUTS, HIGHLIGHTS, CHANGES (Continued)

Tue(18) - NBC(Ch4) WOR(Ch9) — 9-9:30pm; HIGHLIGHT - TV Predictions Party; from WNBT to E&MW Nets & WOR-TV; remote from the Grand Ballroom of the Waldorf-Astoria; part of celebration of New York Television Week with MC's Tex & Jinx McCrary; Mayor O'Dwyer, Brig Gen. David Sarnoff, Bob Hope, Ed Wynn, Sid Caesar, Drew Pearson & others predicting the television headlines of 1952; Sustaining; Director - Doug Rodgers NBC; Writer - Bill Walsh NBC.

Thu(20) - ABC(Ch7) — 8-8:30pm; DEBUT - Party Time At Arthur Murray's; from WJZ-TV to E&MW Nets; musical variety show with MC Mrs. Kathryn Murray; Sponsor - Arthur Murray Dance Studios; Agency - Huber Hoge; Producer-Director - Perry Lafferty.

THIS WEEK'S TIME CHANGES

CBS -- In The First Person now 9:15-9:30pm Sundays.
Pantomime Quiz now 8-8:30pm Mondays.
Starlight Theater now 9-9:30pm Thursdays.
DuM -- Rocky King, Inside Detective now 8:30-9pm Fridays.
NBC -- Lights, Camera, Action now 10-10:30pm Sundays.

LAST WEEK'S TIME CHANGES

CBS -- Winner Take All now 9-9:30pm Tuesdays.
NBC -- Life Begins At 80 now 9-9:30pm Fridays.
PIX -- They Live In Brooklyn now 8:30-9pm Thursdays.

LAST WEEK'S DEPARTURES

ABC -- Your Dog & Pet Show departed Saturday July 15.
CBS -- Comedy Theater departed Sunday July 9.

LAST WEEK'S ARRIVALS

ABC -- Corrigan's Ranch debuted from WJZ-TV to E&MW Nets; on film; kine at KECA-TV Hollywood; cowboy adventure series with Ray "Crash" Corrigan & others; "Buck Rogers" summer replacement; Sustaining; Producer-Russell Furse KECA.

CBS -- Billy Boone & Cousin Kib debuted from WCBS-TV to E&MW Nets; children's program with quiz, games, cartoon adventure stories conducted by MC Kib Colby; " Mr. I. Magination" summer replacement; Sustaining; Packager - Video Events; Supervisor - Judy DuPuy VE; Producer - Herb Sanford CBS; Dir - Don Richardson CBS.

DuM -- Susan Adams' Kitchen debuted on WABD local; 1:30-1:45pm Thursdays; Susan Adams gives cooking hints and demonstrations; Sponsor - Snow Crop Marketeers for Frozen Orange Juice, Frozen Coffee & Lettuce Leaf Oil; Agency - Maxon; Packager - TV-Programs Inc; Producer - Edward Roberts, TV-Programs; Director - Edward Saulpaugh DuM.

NBC -- Summer Night's Dream debuted from WNBT to E&MW Nets; 8:30-9pm Sundays; musical variety show with singers Francey Lane, Arthur Johnson, dancers Russell & Aura, The Cordials, vocal quartet; Sustaining; Producer - Alan Handley NBC; Director-Dick Schneider NBC; Music - The Tagg Quintet.

PIX -- Carveth Wells debuted on WPIX local; 6:40-6:45pm Monday through Friday; author, lecturer & explorer Carveth Wells analyzes latest developments in Korean war.

Aug 26 — TV Teen Club from WFIL-TV Philadelphia to E&MW Nets; 8-9pm Saturdays; Paul Whiteman's teen-age amateur talent program picks up sponsor for 8-8:30 segment; Sponsor - American Dairy Association; Agency - Campbell-Mithun, Minneapolis.

Aug 30 — Wrestling Interviews From Ringside debuts from WENR-TV to 14 sta E&MW Nets; 5 minutes following Wednesday night wrestling from Rainbo Arena, Chicago; interviews from ringside; Sponsor - Cigar Enjoyment Parade; Agency - Wesley Associates.

Sept 8 — Hands Of Destiny; from WABD to E&MW Nets; 9-9:30pm Fridays; dramatic mystery series picks up sponsor- Bond Clothing Stores (52 weeks); Agency - Grey; Supervisor - Jack Wyatt, Grey.

Sept 28 — Roller Derby;from WJZ-TV to 13 sta E&MW Nets; 10:30pm to conclusion; Blatz Brewing renews sponsorship of the roller skating derby for 52 weeks; Agency- Kastor, Farrell, Chesley & Clifford; Supervisor - Jules Bundgus KFC&C.

Sept 28 — Blind Date; from WJZ-TV to E&MW Nets; 9:30-10pm Thursdays; Arlene Francis program returns after summer hiatus with Gruen Watch Company as sponsor; Agency - Stockton, West, Burkhart, Inc.

Oct 1 — Americana; returns from WNBT to 20 Sta E&MW Nets; 5-5:30pm Sundays; quiz based on Americana with variety acts based on American tradion and history; MC not set: Sponsor - Quaker Oats; Agency - Sherman & Marquette, Chicago; Supervisor - Lou Tilden, Sherman & Marquette; Packager - Martin Stone; Producer - Jerry Coopersmith, Stone; was on NBC-TV during 1948-'49 sponsored by Firestone.

Oct 7 — Saturday Night At The Garden debuts from WABD to E&MW Nets; telecasts of 26 Saturday night events from Madison Square Garden including professional and college basketball, track meets, rodeo and horse shows.

Oct 15 — Madison Square Garden Events debuts on WPIX local; 120 Madison Square Garden events including New York Rangers and Rovers hockey games, professional & college basketball, horse show, rodeo, dog show and track meets; Sponsors - Webster Cigars will co-sponsor 60 events; other co-sponsor for these 60 events not yet signed; NY Chevrolet Dealers will sponsor all of the remaining 60 events; Agencies - N.W. Ayer for Webster; Campbell-Ewald for NY Chevrolet Dealers.

Fall — Ed Wynn; from WNBT to E&MW Nets; time and date not set; Wynn will do series of 11 telecasts during 1950-'51 season.

Fall — Untitled Shoppers' Program; on WABD local; 11:30am-12 noon Monday through Friday; shopping aids for homemakers, MC not set; Abraham & Straus Department Store through Kiesewetter, Wetterau & Baker is reported by Dumont to be "near signature" for this show.

Fall — ABC,in announcing 12 new sponsors for Fall debut, also announced that 5 new commercial programs would debut in the Fall. Their sponsors have not been announced. The programs are: 9-9:30pm Tuesdays - a famous columnist (sponsored by an automobile manufacturer); 7:30-8pm Wednesdays - audience-participation show (sponsor - home appliance manufacturer);9-10pm Wednesdays - famous full hour radio show, switching to TV with ½ hour already sold; 9-10pm Fridays - sponsored dramatic show; 7:30-8pm Sundays - variety show, automotive sponsor.

PROGRAM	NET	TIME	GUESTS
SATURDAY JULY 15			
Cavalcade Of Stars	DuM	9-10pm	Gloria DeHaven, singer; Eddie Fisher, singer; Schallier Bros, acrobats; Roger Kay, comic
Hollywood Screen Test	ABC	7:30-8pm	Marjorie Gateson, lead; Carlotta Sherwood, Robert Healy, tests; Jeff Clay, singer
Joyce Mathews Show	WOR	8:30-8:45pm	Bill Darnell, singer; Betty Betz, columnist
Talent Parade	WOR	7:30-8:30pm	Jay Gorney, composer; Margarita Zambrana, soprano
SUNDAY JULY 16			
Answer Yes Or No	NBC	10:30-11pm	Estelle Winwood, Helen Jepson, Eva Gabor
By Popular Demand	CBS	7:30-8pm	Johnny Dorelli, singer; Jerry Davis, singer; Lynn Johnson, guitarist-mimic; Fields & Loman, dancers
Leave It To The Girls	NBC	7-7:30pm	William B. Ziff, publisher
Say It With Acting	NBC	6:30-7pm	Beggar's Opera vs. The Doctored Wife
Toast Of The Town	CBS	8-9pm	Jane Froman, guest MC; Danny Crystal, comic; Harrison & Kaye, song & dance act; Carroll Sisters, acrobats; Bud Harris & Frank Radcliffe, dancers; Gautier's Steeplechase, animal act; Beale Twins, violinists
Think Fast	ABC	7-7:30pm	Claire Luce, actress
MONDAY JULY 17			
Broadway Open House	NBC	11-12mid	Morey Amsterdam, MC; Dick Buckley, comic
Easy Does It	NBC	6:30-6:55pm	Edmund O'Brien
Pantomime Quiz	CBS	8-8:30pm	Maxie Rosenbloom, Bill Goodwin, Jeanne Cagney
Popsicle Parade Of Stars	CBS	7:45-8pm	Groucho Marx, Jerry Ambler, cowboy; Ruth Williamson, teacher; Prince, great dane; George Fenneman, announcer
Prize Performance	CBS	8:30-9pm	Len Dale, singer; Mary Ellen Glass, singer; Roger Schime, pianist; Butch Cavell, actor; Vaughan Taylor, actor

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PROGRAM	NET	TIME	GUESTS
MONDAY JULY 17			
Lights Out	NBC	9-9:30pm	The Devil To Pay; original by Elizabeth Evans; with Theodore Marcuse, Grace Kelly, Jonathan Harris, Anthony Carr
OKay Mother	DuM	1-1:30pm	Tommy Dix, singer, & wife
Vanity Fair	CBS	4:30-5pm	John Kenney, furniture manufacture
Voice Of Firestone	NBC	8:30-9pm	Jerome Hines, bass-baritone
Wendy Barrie Show	NBC	7:30-7:45pm	Gracie Fields
Who Said That	NBC	10:30-11pm	Herman Hickman, football coach; Harry Hershfield, Bob Considine
TUESDAY JULY 18			
Armstrong Circle Theater	NBC	9:30-10pm	The Bald Spot; original by Robert Duncan; with Joy Reese, John Stearns, Helen Marcy, Norma Jane Marlowe, Richard Wigginton
Broadway Open House	NBC	11-12mid	Jerry Lester, MC
Cavalcade Of Bands	DuM	9-10pm	Duke Ellington
Eloise Salutes The Stars	DuM	7:30-7:45pm	Anita Ellis, singer; Joan Evans, actress
Joan Edwards Show	DuM	7:45-8pm	Larry Douglas, singer
Little Show	NBC	7:30-7:45pm	Peggy Marshall & The Holidays, singers; Betty Brewer, singer
OKay Mother	DuM	1-1:30pm	Judith Doniger, singer
Vanity Fair	CBS	4:30-5pm	Keith Andes, singer; Natalie Gittelson, editor of "Seventeen"
The Web	CBS	9:30-10pm	Memory Of A Murder; original by Hugh Pentecost; with Warren Stevens, Victor Sutherland, John McGovern, Regina Wallace, Mary McLeod, David McKay, Flora Campbell, John McQuade
WEDNESDAY JULY 19			
Broadway Open House	NBC	11-12mid	Morey Amsterdam, MC, Ken Whitmer, comic

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PROGRAM	NET	TIME	GUESTS
WEDNESDAY JULY 19			
Cameo Theater	NBC	8:30-9pm	The Canon's Curtains; original by Shemus White; with Farrell Pelley, James O'Neill, Eva Condon, Barry McCallum, Grace O'Malley, Peggy McKay
Godfrey & Friends	CBS	8-9pm	Frank Parker, tenor; Billy Rayes, juggler
Kraft Theater	NBC	9-10pm	Accent On Youth by Samson Raphaelson; adapted by Howard Lindsay; with Melville Ruick, Marilyn Erskine, Verne Collett, Robert Chisholm, Pat Englund, Charles Nolte, Roland Von Webber, Louise Prussing, Moultrie Patten
Maggi's Private Wire	CBS	11-11:15pm	Sammy White, vaudevillian
OKay Mother	DuM	1-1:30pm	Laurel Shepherd, model agent
Vanity Fair	CBS	4:30-5pm	Edith B. Evans, editor-in-chief, "Living For Young Homemakers"
Wendy Barrie Show	NBC	7:30-7:45pm	Frank Gallagher, singer
THURSDAY JULY 20			
Al Siegel's Music Shop	WOR	8-8:30pm	Vernon Duke, composer
Broadway Open House	NBC	11-12mid	Jerry Lester, MC
Glamour-Go-Round	CBS	9:30-9:45pm	Jessica Dragonette, soprano
Jack Haley Show	NBC	9-10pm	Peter Lind Hayes, Mary Healy, Hal Leroy, dancer
Little Show	NBC	7:30-7:45pm	Gloria Meli, singer; Peggy Marshall & The Holidays, singers
OKay Mother	DuM	1-1:30pm	Joyce Van Patten, actress, and mother
Starlight Theater	CBS	9-9:30pm	The Great Nonentity; original by David Shaw; with Arnold Stang, Cara Williams, George Reeves, Cliff Hall, Billy Green
FRIDAY JULY 21			
Alan Dale Show	CBS	11-11:30pm	Ford Harris, violinist
Broadway Open House	NBC	11-12mid	Jerry Lester, MC
Songs For Sale	CBS	9-10pm	Jan Murray, MC

SHOW REVIEW

ANCHOR-HOCKING'S "BROADWAY OPEN HOUSE" ON NBC-TV

IS PIONEERING & PROVING A NEW CONCEPT IN PROGRAMMING

DATE REVIEWED - Mon-Fri, July 10-14; 11pm to 12 midnight - from WNBT to 23 NBC-TV Sta.

SPONSOR - Anchor-Hocking Glass Corp.
AGENCY - Weintraub
SUPERVISOR - Noran Kersta for Weintraub
CONTACT - Charles Lewin for Weintraub
EXEC PRODUCER - Doug Coulter, NBC
PROD-DIRECTOR - Paul Monroe
PROD CO-ORD - Robert Massen, NBC
CASTING - Hal Friedman, NBC
CHIEF WRITER - Cal Howard
WRITER - Lous Meltzer, Tue,Th,F
ANNOUNCER - Wayne Howell
TV DEBUT - May 29, 1950

CAST: Morey Amsterdam, MC on Mondays and Wednesdays with Jane Harvey and Andy Roberts, singers.....Jerry Lester, MC on Tuesdays, Thursdays and Fridays with Joan Lorin; David Street and the Mellowlarks, singers; Ray Malone, dancer and comic. The Milton DeLugg quintet - accordian, trumpet, bass, guitar, and piano - appears Monday through Friday. Variety guests are also scheduled.

Advance data on Pulse TV ratings for July have Noran Kersta of the Weintraub Ad Agency and NBC-TV sales promotion people chortling. The "Broadway Open House" experiment is paying off - in big laughs and a fine rating. From New York to Norfolk, from Detroit to New Orleans, the new Anchor-Hocking late evening hour has proved that the current crop of TV viewers can never get enough. Given the right kind of entertainment - zany, informal, relaxing - they'll gladly join the 11 to midnight fun. Within a month after its May 29th debut, "Broadway Open House" has captured a 10.2 New York City Pulse (Wednesday July 7); one segment of the show climbed to a 20.0 in Dayton; while the American Research Bureau reports a 16.0 for one segment in Cleveland. Others of the 23 cities receiving the program (5 by kine) are unrated as yet,but reports are of the ecstatic variety.

Certainly, the show makes no attempt at pretentiousness. A night's viewing normally includes either Morey Amsterdam or Jerry Lester cavorting about in almost unrestricted fashion amongst an ensemble of vocalists, dancers, novelty acts and the like, with announcer Wayne Howell and accordianist Milt DeLugg playing straight men for most of the ad lib quippings. Both of the MCs have the required glibness to carry the program, and Jerry Lester - more familiar in nightclubs than on TV - has proved to be a real "find" for this type of program. It will be recalled that NBC-TV was looking for a newcomer to TV to handle the MCing as evidenced by the numerous try-outs in the early weeks after Don Hornsby passed away.

Actually, this programming attempt has been "abrewing" for some time. Anchor-Hocking Glass Corp. had beer on the brain when it started thinking about television. As manufacturer of "no deposit, one-way" glass beer bottles, the firm could best increase this phase of its business by encouraging the consumer to buy those brands of beer sold in its bottles. Result - the Weintraub Agency bought time for the show in 23 markets (and plans to buy more), presenting the program on behalf of one brewer in each market whose beer is in the Anchor-Hocking bottle. Brewers, who supply their own film spot commercials, benefit by the prestige and sales delivered by a network program, and the bottler benefits in the form of a greater volume also.

Ruppert Beer, which is one of eight brands tied-in ~~in from~~ two to eight markets apiece, has the commercials in the New York City market. The opening

announcement that "The Anchor-Hocking Glass Corp. and Ruppert Beer Present"....is followed by five commercial spots for the local brewer. Two of them are live "chalk talks" by Tex Antoine. Two film spots, combining live action and animation and made by Film Graphics, are also used - a 1 minute film as a mid-program break, and a 30" film at open and close of the program.

Local cut-ins by the various brewers make the show's scheduling an interesting one, as follows: 1'40" opening; 30" commercial; 11½' of show #1; 1' commercial; 13'45" of show #2; 1' commercial; 13'45" of show #3; 1' commercial 11½' of show #4; 30" commercial; 1'10" closing.....New stations join the network at 11:15pm and 11:30pm. Because of this, and to allow for synchronizing of commercials on the net, each commercial is preceded and followed by a 10" shot of the "Broadway Open House" marquis.

Everybody gets a Kick out of It

Any low-budget show is a challenge to ingenuity. "Open House" gets the most out of a talent and production budget estimated as low as $10-15000 weekly for the five shows. Spontaneity and intimacy with the audience and young, fresh talent are thought to be relaxing after the big productions of earlier hours in the evening. And since this is to be a long-term offering (the first contract is for 52 weeks) the producers have ambitions of their talent growing with the show. One factor that comes through even over the TV screen is the general enthusiasm....even though the daily programs go on the air with the barest rehearsal, the co-operativeness of the studio staff and their willingness to try ingenious production stunts give it a sock production quality.....(this from Producer-Director Paul Monroe and studio coordinator Robert Massen, who is sort of a control officer over the NBC-TV facilities used).

DAILY SCHEDULE: Each show is put together the day of its telecast and a complex routine has been worked out to cope with this situation:

10:30am-12:30pm - Paul Monroe tackles the preliminaries - clears music, meets with chief writer Cal Howard at noon. If it is one of Jerry Lester's shows, his writer Lou Meltzer joins in.

12:30pm-4pm - First draft of the script is mapped out along with special material and lyrics.

4pm-5pm - Props are ordered in time to catch the last truck from the warehouse.

5pm-6pm - Cast is called together for discussion of material & any problems.

6pm-7pm - Break for dinner.

7pm-8:30pm - Guest acts are reviewed and stage positions set for them.

8:30-9:30pm - Music rehearsal with the DeLugg quintet.

9:30-10:30pm - Monroe and staff set the stage and camera effects; the cast walks through special camera shots and rehearses any production numbers; then the cast is made up and costumed.

10:30pm - The studio audience is admitted and warmed up.

11pm - A laugh riot until midnite (with the exception of Wednesdays, when because of the "Break The Bank" telecast, they have no studio or camera rehearsal until 10:30pm. With Monsieur Amsterdam usually exploiting this fact, the riot becomes even more so).

FACILITIES: When one works on a comparatively low budget show in marginal time, he substitutes adroitness for sumptuous stage facilities. While working on "The 54th Street Revue", a CBS-TV high-budget variety sustainer, Monroe was able to set one scene while still working the previous one. In studio 6B at NBC-TV, he must set his scenes behind travelers....or deliberately expose the setting up - which he often does. The few breathers around commercials also give him some time. Three cameras are used - two at either side of the stage, ten feet away from it and mounted on platforms 6 feet high. His two fixed cameras have varying lenses, while his dolly camera is placed on the center runway leading to the stage. The director is able to pull off a number of trick shots and superimpositions, and the like.....since there is no low budget on good techniques.

Talent is Engaging

News of the good spot for talent has traveled already. Talent likes to play this zany show because it's so much like a party, rather than a production. Monroe and Casting Director Hal Friedman know pretty well where to look for the "coming up" talent as well as the familiar talent they use. Recent programs have had as guests: Francey Lane, Buck & Bubbles, the DeMarco Sisters, Lew Wills Jr., The Golden Gate Quartet. But Friedman does schedule auditions in the afternoons by appointment. Money paid is not high, but on a par with similar productions. Both Jerry Lester and Amsterdam can be credited with getting as good performances as possible out of their guest talent. The viewer can see that talent likes to work the show.

IN GENERAL: It's a lot of fun pioneering....opening up a new time slot to important programming, that is. It's a constructive step, too....the idea that an important industry can help its industrial clients by devoting some sales efforts toward the mass consumer. This program is not a co-op. Anchor-Hocking is the firm billed by the network. And yet it sets a pattern for co-op types of sponsorship too, on the order of DuMont's and Product Advertising's Cavalcade programs. The argument that television's costs may rise too high for all but the biggest network sponsors is in many ways refuted when big industry co-operates with its own middlemen in reaching the consumer.

Further analysis of the advance Pulse figures for July indicate that the Friday night hour for this show on July 7th was rated higher than every single NYC program that night, with the exception of baseball. On other, more heavily-endowed evenings, it still manages to rate as high as from 7th to 20th. As many as 10,000 letters have been received in response to one poem read by Amsterdam.

Undoubtedly that's why all the brewers are so enthusiastic these days... all those that sell in Anchor-Hocking bottles,that is.

TV COMMERCIALS

The 2nd ROSS REPORT ON TV COMMERCIALS is currently being distributed. It provides the only extensive check on film commercials now on the air - by product, type, length, number - with producer credits - a spot check of a week's activity on New York's stations - A directory to Producers, Agencies and Stations....and more! Order single copies at $5 each.

Ross Reports

ON TELEVISION PROGRAMMING

RESEARCH: Nicholas Gordon

VOL. 2 NO. 5
SUPPLEMENT B

JULY 23-29, 1950

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(23) - CBS(Ch2) 7-7:30pm; DEBUT - Gene Autry Show; from WCBS-TV to 5 sta E&MW Nets; western adventure series filmed especially for television by Flying-A Pictures; features Gene Autry, Champion, Cass County Boys, Pat Buttram & others; Sponsor - Wrigley Chewing Gum; Agency - Ruthrauff & Ryan; Executive Producer - Armand Schaefer, Flying-A; Associate Producer - Louis Gray, Flying-A; Director - Frank McDonald, Flying-A; Music - Carl Cotner, Flying-A.

NBC(Ch4) 9-10pm; DEBUT - Masterpiece Playhouse; from WNBT to E&MW Nets; adaptations of famous plays; series ends Sept. 3; Sustaining; Producers - Curtis Canfield NBC alternates with Fred Coe NBC & Albert McCleery NBC; Director - William Corrigan NBC.

Wed(26) - DuM(Ch5) 9:30-10pm; CHANGE - The Plainclothesman; Consolidated Cigar Corp for Harvester Cigars adds 11 stations; dramatic mystery now seen on 16 stations E&MW Nets; Agency - Erwin, Wasey.

THIS WEEK'S TIME CHANGES

ABC -- Carolyn Gilbert Show now 7:30-7:45pm Sundays.
ABC -- Dr. Fix-Um now 7:45-8pm Sundays.

LAST WEEK'S TIME CHANGES

CBS -- In The First Person now 9:15-9:30pm Sundays.
Pantomime Quiz now 8-8:30pm Mondays.
Starlight Theater now 9-9:30pm Thursdays.
DuM -- Rocky King, Inside Detective now 9:30-10pm Fridays.
NBC -- Lights, Camera, Action now 10-10:30pm Sundays.

THIS ISSUE

LAST WEEK'S ARRIVALS

CBS -- The Robert Q. Lewis Show debuted from WCBS-TV to 4 sta E&MW Nets; 9-9:15pm Sundays; informal revue with MC Robert Q. Lewis; Sponsor - Arnold Bread; Agency - Benton & Bowles; Producer-Director - Fred Rickey CBS; replaces "Faye Emerson Show."

CBS -- Look To The East debuted from WCBS-TV to E&MW Nets; series of three special programs on the Korean War; last program July 30; two remaining telecasts will cover U.S. foreign policy and the home front; Sustaining; Supervisor - Sig Mickelson CBS; Producer - Leon Levine CBS; Director - Alan Dinehart CBS.

CBS -- Arthur Murray Show debuted from WCBS-TV to 15 sta E&MW Nets; 9:30-9:45pm Mondays; with Mrs. Kathryn Murray & dance instructors from the Arthur Murray Dance Studios in demonstrations of dance steps; Sponsor - Doubleday for Arthur Murray Dance Book; Agency - Huber Hoge; Producer-Director - Alan Dinehart CBS; Music - Alvie West's Band.

ABC -- Party Time At Arthur Murray's debuted from WJZ-TV to E&MW Nets; 9-9:30pm Thursdays; musical variety show with "Beat The Band" format; with Allyn Edwards, Beryl Davis, singer and Bobby Sherwood & Orch; Sponsor - Arthur Murray Dance Studios; Agency - Ruthrauff & Ryan; Producer - Richard Lewine, World Video; Director - Sonny Diskin ABC.

DuM -- Country Style debuted from WABD to E&MW Nets; 8-9pm Saturdays; musical show with folk songs, square dancing, dramatic & comedy sketches; with singers Peggy Ellis, Gordon Dilworth, Bob Austin, dancer Pat Adair, The Folk Dancers & Alvie West's Band; Sustaining; Director - Pat Fay DuM; replaces "Rocky King, Inside Detective" which changed time and "Dinner Date."

DuM -- The Wrestling Scene debuted from WGN-TV to 17 sta E&MW Nets; 5 minutes following Chicago Wrestling on Saturdays; Vince Lloyd interviews winning wrestlers from ringside at Marigold Gardens, Chicago; Sponsor - Home Craft Publishing Co; Agency - Huber Hoge.

NBC -- UN Stamp Club debuted on WNBT local; 11:45am-12:15pm Sundays; history of UN member countries as told through their stamps; Sustaining; Producer - George Wallach NBC; Director - Ivan Reiner NBC.

FUTURES

Aug 2 — Change - Garry Moore Show from WCBS-TV to E&MW Nets; changes time on Wednesdays to 8-9pm for 8 weeks; summer replacement for "Arthur Godfry & His Friends"; remains 7-7:30pm on Mondays, Tuesdays, Thursdays & Fridays.

Sept 6 — Chance Of A Lifetime debuts from WJZ-TV to 35 sta E&MW Nets; 7:30-8pm Wednesdays; audience-participation show with MC John Reed King; Sponsor - Bendix Home Appliances; Agency - Tatham-Laird, Chicago.

Sept 21 — Nash Airflyte Theater debuts from WCBS-TV to E&MW Nets; 10:30-11pm Thursday; comedy, musical & mystery productions with name leads; Sponsor - Nash Motors; Agency - Geyer, Newell & Ganger.

Sept 26 — Faye Emerson Show returns from WCBS-TV to E&MW Nets; 7:45-8pm Tuesdays, Thursdays & Saturdays; Faye Emerson interviews celebrities & talks about the theater, fashions, etc; Sponsor - Pepsi Cola Co; Agency - Biow.

PROGRAM	NET	TIME	GUESTS
			SATURDAY JULY 22
Cavalcade Of Stars	DuM	9-10pm	Ella Fitzgerald, Kate Murtagh, singer; Raye & Naldi, dancers; Evelyn Farney & Her Morrison Dancers
Hollywood Screen Test	ABC	7:30-8pm	Luis Van Rooten, lead; Audra Lindley, Douglas Taylor, tests; Joyce Indig, singer
Joyce Mathews Show	WOR	8:30-8:45pm	Joan Evans, actress
Talent Parade	WOR	7:30-8:30pm	Mitchell Parish, composer; Gregg Sherwood, actress
			SUNDAY JULY 23
Answer Yes Or No	NBC	10:30-11pm	Bennett & Phyllis Cerf, Margo, actress
By Popular Demand	CBS	7:30-8pm	Johnny Dorelli, singer; Frank Paris, puppeteer; Three Flames, instrumentalists; Ed, Mac & Lorraine, dancers
Leave It To The Girls	NBC	7-7:30pm	Vernon Duke, composer; Ilka Chase
Masterpiece Playhouse	NBC	9-10pm	Hedda Gabler by Henrik Ibsen; adapted by Hugh Kemp; with Jessica Tandy, Walter Abel, Kent Smith, Margaret Phillips, Richard Hart, Gordon D. Clarke, Helen Louise Riggs
Robert Q. Lewis Show	CBS	9-9:15pm	Phil Rizzuto, shortstop, NY Yankees
Say It With Acting	NBC	6:30-7pm	Beggar's Opera vs. The Doctored Wife
Summer Night's Dream	NBC	8:30-9pm	Ella Fitzgerald, Toni Harper, singer
Toast Of The Town	CBS	8-9pm	Ray Middleton, guest MC; Phil Foster, comic; Capt. Heyer & his horse; Catherine Lee, dancer; Yonelli, clown; Romaine & Babette, dancers; Mel Murray, pianist
Think Fast	ABC	7-7:30pm	Gypsy Rose Lee, Candy Jones
			MONDAY JULY 24
Broadway Open House	NBC	11-12mid	Morey Amsterdam, MC; The Pitchmen, comics
OKay Mother	DuM	1-1:30pm	Emily Sherman, captain of the Radio City Rockettes
Pantomime Quiz	CBS	8-8:30pm	Marjorie Reynolds, actress; John Howard, actor; James Lydon, actor; Vince Barnett, comic

PROGRAM	NET	TIME	GUESTS
			MONDAY JULY 24
Prize Performance	CBS	8:30-9pm	Abraham Stockman, pianist; Norman Cohen, trumpet; The Lewis Family, chorus; Mimi Strongin, ventriloquist
Vanity Fair	CBS	4:30-5pm	Charlotte Adams of "Charm" Magazine
Voice Of Firestone	NBC	8:30-9pm	Mimi Benzell, soprano
Wendy Barrie Show	NBC	7:30-7:45pm	Jane Graham, singer
Who Said That	NBC	10:30-11pm	Laraine Day, Quentin Reynolds, Deems Taylor
			TUESDAY JULY 25
Armstrong Circle Theater	NBC	9:30-10pm	The Rocking Horse; original by Doris Halman; with Don Kennedy, Evelyn Varden, Tom Ahearne, Marilyn Monk, Emily Barnes
Broadway Open House	NBC	11-12mid	Jerry Lester, MC
Cavalcade Of Bands	DuM	9-10pm	Charlie Barnet & Band; Henny Youngman, comic; Mildred Bailey, singer; Manor & Mignon, dancers; The 3 Arnauts, acrobats & musicians; Bill Derry, singer; Helen Carr, singer; Ray Wetzel, comedy singer
Eloise Salutes The Stars	DuM	7:30-7:45pm	Neil Hamilton, Peter Donald
Little Show	NBC	7:30-7:45pm	Sandra Deel, singer
OKay Mother	DuM	1-1:30pm	Beatrice Mann, restaurant owner
The Web	CBS	9:30-10pm	Solo In Singapore by L. G. Blochman;adapted by Robert Wollstan; with Guy Spaull,Berry Kroeger, Richard Chisholm, Peter Capell, Richard Fraser, Kaei Dee, Lucille Patton, George Ives, Mark Manson, Sam Wu
			WEDNESDAY JULY 26
Broadway Open House	NBC	11-12mid	Morey Amsterdam, MC
Cameo Theater	NBC	8:30-9pm	Line Of Duty; original by Guy DeVry; with Ed Begley, Douglas Kennedy, Jim Little, Bob Crozier, Richard McMurray, Jane Murray
Garry Moore Show	CBS	7-7:30pm	Ethel Smith, organist
Maggi's Private Wire	CBS	11-11:15pm	Buddy Lester, comic

PROGRAM	NET	TIME	GUESTS
WEDNESDAY JULY 26			
Kraft Theater	NBC	9-10pm	Mr. Barry's Etchings by Walter Bullock & Daniel Hicker; adapted by Howard Lindsay; with John Shellie, Dort Kelton, Peggy McCay Jim Davidson, Dan Morgan, Bess Winburn, Lucille Fenton, Arthur Hanson, Dick Shankland, Richard Wigginton, Edna Hernly, Ted Jacques
Dinner At Sardi's	WOR	7:30-8pm	Buddy Rogers, Agnes DeMille, Jessica Dragonette
OKay Mother	DuM	1-1:30pm	Milo Miloradovitch, author
Toni Twin Time	CBS	9-9:30pm	Johnny Wayne & Frank Shuster, comics; Fran Gregory, singer; Earl Barton, dancer; Daydreamers, vocal quartet; Bobby Baxter, comedy magician
Vanity Fair	CBS	4:30-5pm	Judge Juvenal Marchisio of New York Domesti Relations Court
Wendy Barrie Show	NBC	7:30-7:45pm	Jay & Audrey Waltz, authors
THURSDAY JULY 27			
Broadway Open House	NBC	11-12mid	Jerry Lester, MC
Glamour-Go-Round	CBS	9:30-9:45pm	Dominic Tampone, gadgeteer
Jack Haley Show	NBC	9-10pm	Annamary Dickey, singer; The Beatrice Kraft Dancers
Joan Edwards Show	DuM	7:45-8pm	Carl Ravazza, singer
Little Show	NBC	7:30-7:45pm	Gloria Meli, singer
OKay Mother	Dum	1-1:30pm	Mrs. Jack Leonard, model and wife of singer
Starlight Theater	CBS	9-9:30pm	Three Hours Between Planes by F. Scott Fitzgerald; adapted by Elihu Winer; with Alfred Ryder, Virginia Gilmore, Pauline Myers, Verne Bennett, Morton Balsam, Walter Cartwright
FRIDAY JULY 28			
The Clock	NBC	9:30-10pm	Jump,Albert,Jump; original by Eleanor Beeson; with Oliver Thorndyke,Berry Kroeger, John O'Hare, Ed Peck, Dulcie Jordan, Lola Montez, Riza Royce, Clark Gordon, Ronald Dawson, Ed Holmes

PROGRAM	NET	TIME	GUESTS
			SATURDAY JULY 29
Cavalcade Of Stars	DuM	9-10pm	The Modernaires - singers; Ada Lynne - singer; Martin Brothers - puppeteers
Hollywood Screen Test	ABC	7:30-8pm	Anna Lee, lead; Barton Stone, Robin Morgan, tests; Elaine Sherwood, singer
Talent Parade	WOR	7:30-8:30pm	Jessica Dragonette, singer; Charlton Heston, actor; Alex Raymond, cartoonist
			SUNDAY JULY 30
By Popular Demand	CBS	7:30-8pm	Johnny Dorelli, singer; Bobby Brandt, dancer; Vivian Boule, singer; Jean Caples & Bob Herget, dancers
Leave It To The Girls	NBC	7-7:30pm	Anne Jeffreys, actress; John McCaffery
Masterpiece Playhouse	NBC	9-10pm	Richard III by William Shakespeare; adapted by Ethel Frank; with William Windom, Hugh Williams, Douglas Watson, Blanche Yurka, Rita Colton, Bill Post Jr
Say It With Acting	NBC	6:30-7pm	The Son vs. The President Players
Starlit Time	DuM	7-8pm	Mildred Bailey, singer
Toast Of The Town	CBS	8-9pm	Johnny Johnston, guest MC; Sing Lee Sings acrobat; Ade Duval, magician; Raul & Eva Reyes, dancers; Roulettes, roller skaters; Nip Nelson, impressionist
Think Fast	ABC	7-7:30pm	Rex Stout, guest MC; Valerie Cossart, actress
			MONDAY JULY 31
Broadway Open House	NBC	11-12mid	Morey Amsterdam, MC
Lights Out	NBC	9-9:30pm	The Strange Case Of John Kingman by Murray Leinster; adapted by Ernest Kinoy; with Philip Coolidge, Oliver Cliff, John Boruff, Calvin Thomas, Dan Morgan, Frank Daren, Larry Sherman
OKay Mother	DuM	1-1:30pm	Betty Downey, fashion editor of "Glamour" magazine
Pantomime Quiz	CBS	8-8:30pm	Ann Rutherford, actress; Katherine McLeod, actress; Leif Erickson, actor; Fritz Feld, actor

PROGRAM	NET	TIME	GUESTS
			MONDAY JULY 31
Prize Performance	CBS	8:30-9pm	Norman Cohen, trumpet; Abraham Stockman, pianist; Roger Schime, piano; Herbert Coleman, singer; Beale Twins, violinists
Vanity Fair	CBS	4:30-5pm	Dr. Alfred M. Frankfurter, editor & publisher of "Art News" magazine
Voice Of Firestone	NBC	8:30-9pm	Eleanor Steber, soprano
Wendy Barrie Show	NBC	7:30-7:45pm	Harold Bayne, singer
Who Said That?	NBC	10:30-11pm	Helen Jepson, soprano; H.V. Kaltenborn, George Allen, columnist
			TUESDAY AUGUST 1
Armstrong Theater	NBC	9:30-10pm	The Big Day; original by Dennis Conover; with Neil Hamilton, Louise Larabee, Frank McNellis, Pat Crowley, Sally Moffet, Mimi Strongin, Grace Valentine, Victor Sutherland, Tess Vinton, Joey Walsh
Broadway Open House	NBC	11-12mid	Jerry Lester, MC
Cavalcade Of Bands	DuM	9-10pm	Tommy Tucker & Band; Jane Dulo, comic; Fred & Fay, pantomimists; Mayo Brothers, dancers
Eloise Salutes Stars	DuM	7:30-7:45pm	Al Schacht, Eli Culbertson
Joan Edwards Show	DuM	7:45-8pm	Wendy Barrie
Little Show	NBC	7:30-7:45pm	Lynne Howard, singer
Vanity Fair	CBS	4:30-5pm	Donald Buka, actor
The Web	CBS	9:30-10pm	Help Wanted by Stanley Ellin; adapted by Mary Orr & Reginald Denham; with Howard Wierum, Robert Downing, Doris Rich, Peggy French, John Martin, Ed Peck, Dennis McCarthy, Wilkie deMartel
			WEDNESDAY AUGUST 2
Broadway Open House	NBC	11-12mid	Morey Amsterdam, MC
Cameo Theater	NBC	8:30-9pm	Googan; original by Ben Radin; with Douglas Parkhirst, Sandy Bickert, Bobby Nick, Sherry Cornell, John Harvey, Judy Parrish, Frank Daren, Billy M. Green, Edwin Cooper, Bob Bolger, Jackson Jordan

PROGRAM	NET	TIME	GUESTS
			WEDNESDAY AUGUST 2
Garry Moore Show	CBS	8-9pm	Dorothy Jarnac, dancer; Condos & Brandow, dancers
Kraft Theater	NBC	9-10pm	January Thaw by William Roos; based on a novel by Bellamy Partridge; with Vaughn Taylor, Valerie Cossart, Nelson Olmstead, Barbara Ruick, Leona Powers, Susan Harris, Robert Burr, Don Murray, John Stephen
Wendy Barrie Show	NBC	7:30-7:45pm	Harry Hershfield
			THURSDAY AUGUST 3
Broadway Open House	NBC	11-12mid	Jerry Lester, MC
Glamour-Go-Round	CBS	9:30-9:45pm	Roger Dann, singer & actor
Jack Haley Show	NBC	9-10pm	Gertrude Niesen, singer; Dunhills, dancers
Little Show	NBC	7:30-7:45pm	Betty Brewer, singer
OKay Mother	DuM	1-1:30pm	Mrs. Eddie Stanky
Starlight Theater	CBS	9-9:30pm	Passing Fancy by I. J. Alexander; adapted by Martha Alexander; with Warren Stevens, Olive Deering, James Little
Vanity Fair	CBS	4:30-5pm	Nicholas Kounovsky, author
			FRIDAY AUGUST 4
Broadway Open House	NBC	11-12mid	Jerry Lester, MC
Alan Dale Show	CBS	11-11:30pm	Lois Bannerman, harpist; Ford Harrison, violinist; Una May Carlyle, singer
Garry Moore Show	CBS	7-7:30pm	Piccadilly Pipers, instrumental & vocal quartet
Vanity Fair	CBS	4:30-5pm	John Frederics, hat designer
Wendy Barrie Show	NBC	7:30-7:45pm	Josh White Jr.

PROGRAM	NET	TIME	GUESTS
			SATURDAY AUGUST 5
Cavalcade Of Stars	DuM	9-10pm	Bert Wheeler, comic; Billy Daniels, singer Dorothy Claire, comic; Cabot & Dresden,dancers; Kanazawa Trio, acrobats
Hollywood Screen Test	ABC	7:30-8pm	Sara Haden, lead; Bernice Marsh, Kirs Kerson, tests; Tony Bavaar, singer
Talent Parade	WOR	7:30-8:30pm	Sandra Deel, singer; Mike O'Shea, actor; Joseph Hyman, producer
			SUNDAY AUGUST 6
By Popular Demand	CBS	7:30-8pm	Vivian Baule, soprano; Betty Luster, dancer; Dick Noel, singer; Jay Smythe,roller skater
Leave It To The Girls	NBC	7-7:30pm	Joey Adams, comic; Janis Paige, singer
Masterpiece Playhouse	NBC	9-10pm	The Rivals by Richard Brinsley Sheridan; adapted by Samuel Carter; with Mary Boland Hurd Hatfield, Diana Douglas, Ralph Forbes, Jonathan Harris, Richard Newton, Pat O'Malley, John Gerstad, Melba Ray
Say It With Acting	NBC	6:30-7pm	The President Players vs. Beggar's Opera
Starlit Time	DuM	7-8pm	Fritzi Scheff, singer; Art Johnson, actor
Toast Of The Town	CBS	8-9pm	Henny Youngman, comic; Kay Starr, singer; Szonys, dancers; LeRoy Brothers, puppeteers; Bobby Jule, juggler; Horace McMahon, actor; Paul & Paulette, dancers; Stagg McMann Harmonica Trio
Think Fast	ABC	7-7:30pm	Valerie Bettis, dancer
We Take Your Word	CBS	9:30-10pm	Margie Hart
			MONDAY AUGUST 7
Broadway Open House	NBC	11-12mid	Morey Amsterdam, MC; Lou Wills Jr, dancer
Lights Out	NBC	9-9:30pm	The Queen Is Dead by Mildred Arthur;adapted by Eric Arthur; with Una O'Connor, Mildred Natwick, Madelyn Killeen, Dorothy Steele, Denise Alexander, Ruth Masters
Okay Mother	DuM	1-1:30pm	Janis Paige, singer
Pantomime Quiz	CBS	8-8:30pm	Marjorie Reynolds, actress; John Howard, actor; Jimmy Lydon, actor; Vince Barnett comic

PROGRAM	NET	TIME	GUESTS
MONDAY AUGUST 7			
Prize Performance	CBS	8:30-9pm	Janet Miller, dancer; Walter Hughes, impersonations; Carl Gould, dancer; Kathleen Garfield, singer
Vanity Fair	CBS	4:30-5pm	Adelle Rasey, guest MC
Voice Of Firestone	NBC	8:30-9pm	Rise Stevens, soprano
Wendy Barrie Show	NBC	7:30-7:45pm	Lynn Johnson, singer
Who Said That?	NBC	10:30-11pm	Jan Struther, author; H. Allen Smith, author; Sen. Margaret Chase Smith
TUESDAY AUGUST 8			
Armstrong Circle Theater	NBC	9:30-10pm	Man Of Action; original by Jerome Ross; with Dan Reed, Jonathan Marlowe, Alan Bunce, Katherine Anderson, Richard Wigginton, Cliff Hall, William Free, Bill Perrott
Broadway Open House	NBC	11-12mid	Jerry Lester, MC
Cavalcade Of Bands	DuM	9-10pm	Ralph Flanagan & Band; Joey Adams, comic; Mark Plant, singer; Bill Callahan, dancer; Thelma Carpenter, singer; Harry Prime, singer; Peggy Taylor Trio, adagio dancers
Eloise Salutes The Stars	DuM	7:30-7:45pm	Harry Ruby, composer; Yvonne Adair, singer
Joan Edwards Show	DuM	7:45-8pm	Danny Scholl, singer
Little Show	NBC	7:30-7:45pm	Gloria St.Clair, singer; Satisfiers, singers
Vanity Fair	CBS	4:30-5pm	Adelle Rasey, guest MC; Bob Arthur & Mace Newfeld, composers
The Web	CBS	9:30-10pm	Heaven Ran Last by William P. McGivern; adapted by Stephen DeBaun; with John McQuade, Dort Clark, Rita Lynn, Joy Reese, King Calder
WEDNESDAY AUGUST 9			
Broadway Open House	NBC	11-12mid	Morey Amsterdam, MC
Cameo Theater	NBC	8:30-9pm	The Triumph Of Justice; original by Irwin Shaw; with Bruno Wick, Muriel Landers, Hal Gould, Sandy Kenyon
Fifteen With Faye	NBC	8-8:15pm	Mike Todd

PROGRAM	NET	TIME	GUESTS
			WEDNESDAY AUGUST 9
Garry Moore Show	CBS	8-9pm	Wally Cox, comic; Loman & Fields, dancers
Kraft Theater	NBC	9-10pm	Feathers In A Gale by Pauline Jamerson & Reginald Lawrence;adapted by Howard Lindsay with Kyle MacDonnell, George Reeves, E.G. Marshall, Dan Morgan, Kay Strozzi, Kathryn Grill, Sara Floyd, Klock Ryder, Tony Bickley, Leora Thatcher
OKay Mother	DuM	1-1:30pm	Mrs. Jerry Coleman
Toni Twin Time	CBS	9-9:30pm	Andy Roberts, singer; Bob Fosse, dancer; Daydreamers, singers; Bob Baxter, comedy magician
Vanity Fair	CBS	4:30-5pm	Adelle Rasey, guest MC; John Kilpatrick, President of Madison Square Garden
Wendy Barrie Show	NBC	7:30-7:45pm	John Reed King
			THURSDAY AUGUST 10
Broadway Open House	NBC	11-12mid	Jerry Lester, MC
Glamour-Go-Round	CBS	9:30-9:45pm	Harry Ruby, composer
Jack Haley Show	NBC	9-10pm	Jules Munshin, comic
Little Show	NBC	7:30-7:45pm	Lynne Lyons, singer
Starlight Theater	CBS	9-9:30pm	The Poet Takes A Wife; original by Howard Rodman; with Hiram Sherman, Jane Hoffman, Vaughn Taylor, Joshua Shelley
Vanity Fair	CBS	4:30-5pm	Tom Ewell, actor
			FRIDAY AUGUST 11
Broadway Open House	NBC	11-12mid	Jerry Lester, MC
Alan Dale Show	CBS	11-11:30pm	Lois Bannerman, harpist; Ford Harrison, violinist
The Clock	NBC	9:30-10pm	The Checked Suit; original by Richard McCracken & George Batson; cast not set at press time
OKay Mother	DuM	1-1:30pm	Mrs. Peewee Reese
Wendy Barrie Show	NBC	7:30-7:45pm	Bob Shaver, singer

Ross Reports

ON TELEVISION PROGRAMMING

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JULY 1950

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- **A list of Packager Credits—1949-50.**
- **Packages Available.**
- **A Directory to Stations, Agencies, Producers, Station Reps . . . Names, Addresses, Telephones.**
- **Sponsor and Program Arrivals, Departures, Futures.**

NEXT MONTH

- **Summer Sports Survey & the Fall Outlook.**
- **Ratings—An Explanation and Evaluation of Methods and Effectiveness.**
- **Publicity—How Television Programs are using it effectively . . . a list of credits.**
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VOLUME 2 NUMBER 5 JULY 28, 1950

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1. The Record - A list of Credits
2. The Rivalry for Programming Control
3. The Legal Aspect - Responsibilities
4. The Outlook - Packages Available

C O N T E N T S

FUTURES

August 3 Mobilization Story debuts on WOR-TV local; 8:30-9pm Thursdays; explanation & dramatization of U.S. mobilization; Fannie Hurst narrates first telecast; Producer-Director - Edith J. Meserand WOR.

August 6 Movies At Mayfair House debuts on WPIX local; 10:30pm-12midnight; feature film program; Sponsor - Michaels Bros Furniture Stores; Agency - Scheck.

August 14 Don Goddard & The News debuts on WNBT local; 6:25-6:30pm Monday through Friday; newscast with DonGoddard; Shell Oil through J.Walter Thompson probable sponsor, starting August 28.

August 19 Acrobat Ranch debuts from WENR-TV to 35 sta E&MW Nets & 10 kine; 11:30-12 noon Saturdays; variety show for children with western setting & circus & variety acts; MC Jack Stillwell; Sponsor - General Shoe Corp (39 weeks); Agency - Ruthrauff & Ryan; Director - Norm Heyne WENR.

August 26 Whiteman's TV Teen Club from WFIL-TV Philadelphia to E&MW Nets; 8-9pm Saturdays; Paul Whiteman's teen-age amateur talent program picks up sponsor for 8-8:30pm segment; Sponsor - American Dairy Association; Agency - Campbell-Mithun, Minneapolis.

August 30 Wrestling Interviews From Ringside debuts from WENR-TV to 14 sta E&MW Nets 5 minutes following Wednesday night wrestling from Rainbow Arena, Chicago; interviews from ringside; Sponsor - Cigar Enjoyment Parade; Agency - Wesley Associates.

Sept 6 Chance Of A Lifetime debuts from WJZ-TV to 35 sta E&MW Nets; 7:30-8pm Wednesdays; audience-participation show with MC John Reed King; Sponsor- Bendix Home Appliances; Agency - Tatham-Laird, Chicago.

Sept 7 Truth Or Consequences debuts from WCBS-TV to E&MW Nets; 10-10:30pm Thursdays; TV version of AM show with MC Ralph Edwards; Sponsor - Philip Morris; Agency - Biow.

Sept 8 Hands Of Destiny; from WABD to E&MW Nets; 9-9:30pm Fridays; dramatic mystery series picks up sponsor - Bond Clothing Stores (52 weeks); Agency- Grey; Supervisor - Jack Wyatt, Grey.

Sept 10 Colgate Variety Show debuts from WNBT to E&MW Nets; 8-9pm Sundays; untitled variety show with Fred Allen, Eddie Cantor & 2 other headliners who will rotate as MC's, each appearing every fourth week; Sponsor - Colgate-Palmolive Peet Co; Supervisor - Pat Weaver NBC.

Sept 11 Treasury Men In Action debuts from WJZ-TV to E&MW Nets; 8-8:30pm Mondays; dramatized case histories of the T-Men; with Walter Greaza; with film sequences; Sponsor - Chrysler; Agency - McCann-Erickson; Packager - Bernard Prockter; Producer - Everett Rosenthal, Prockter.

Sept 14 Alan Young Show returns from WCBS-TV to E&MW Nets; on film; kine at KTTV Hollywood; comedy-variety show staring Alan Young will be sponsored by Esso through McCann-Erickson on 21 sta E Net and by Kroger Company through Ralph H. Jones, Cincinnati, on 18 Midwest & Southern stations; 9-9:30pm Thursdays.

Sept 15 NY Football Giants Huddle debuts on WJZ-TV local; 8:30-9pm Fridays; features team members of the NY football Giants & film highlights of Giant Games; Sponsor - Sun Oil Company; Agency - Hewitt,Ogilvy,Benson & Mather

Sept 15 Betty Furness Show debuts from WJZ-TV to E&MW Nets; 10-10:30pm Fridays; features actress Betty Furness in a variety show with a party format; Sponsor - Best Foods for Shinola & Ritt; Agency - Earle Ludgin, Chicago; Packager - Lester Lewis.

sept 16 National League Championship Football Games debuts on ABC-TV Net; series of 15 Saturday afternoon telecasts of professional games ending Dec. 17 with championship game; with commentators Red Grange & Joe Hasel; Sponsor-Sun Oil Company; Agency - Hewitt, Ogilvy, Benson & Mather.

Sept 21 Nash Airflyte Theater debuts from WCBS-TV to E&MW Nets; 10:30-11pm Thursdays; dramatic series with name leads; Sponsor - Nash; Agency - Geyer, Newell & Ganger.

Sept 23 Joe DiMaggio Show debuts from WNBT to E&MW Nets; 5:30-5:45pm Saturdays; features Joe DiMaggio, Jack Barry, guest sport personalities & sports film sequences; Sponsor - Lionel Trains (13 weeks); Agency - Buchanan.

Sept 25 Kate Smith Show debuts from WNBT to E&MW Nets; 4-5pm Monday through Friday; Kate Smith sings & chats with Ted Collins & guests.

Sept 26 Faye Emerson Show returns from WCBS-TV to E&MW Nets; 7:45-8pm Tuesdays, Thursdays & Saturdays; Faye Emerson interviews celebrities & talks about the theater, fashions, etc.; Sponsor - Pepsi Cola Co; Agency - Biow.

Sept 28 Roller Derby; from WJZ-TV to 13 sta E&MW Nets; 10:30pm to conclusion Thursdays; Blatz Brewing Co renews sponsorship of the roller skating derby for 52 weeks; Agency - Kastor, Farrell, Chesley & Cliford; Supervisor - Jules Bundgus, KFC&C.

Sept 28 Blind Date; from WJZ-TV to E&MW Nets; 9:30-10pm Thursdays; Arlene Francis program returns after summer hiatus with Gruen Watch Company as sponsor; Agency - Stockton, West, Burkhart.

Sept 29 Beat The Clock; from WCBS-TV to E&MW Nets; 10:30-11pm Fridays; Sylvania Electric Co through Cecil & Presbrey picks up the audience-participation program; with MC Bud Collyer; Packager - Goodson-Todman.

Sept 29 Nash Kelvinator Show debuts from WCBS-TV to E&MW Nets; 10-10:30pm Fridays variety show; format not set; Agency - Geyer, Newell & Ganger.

Sept 30 College Football Games debuts on CBS-TV E&MW Networks; series of 8 Saturday afternoon telecasts of Army, Navy & Columbia home games ending Nov 18; Sponsor - Esso; Agency - McCann-Erickson;Dir - Judson Bailey CBS

Sept 30 College Football debuts on DuMont E&MW Nets; series of 8 telecasts of college home games, including 5 Notre Dame & 2 Yale games; Sponsor - Chevrolet Dealers (Notre Dame games only); Agency - Campbell -Ewald; Director - Harry Coyle DuM.

Oct 1 Americana returns from WNBT to 20 sta E&MW Nets; 5-5:30pm Sundays; quiz based on Americana; Sponsor - Quaker Oats; Agency - Sherman & Marquette, Chicago; Packager - Martin Stone; was on NBC-TV in'48-'49 for Firestone.

Oct 2 — Hollywood Screen Test; from WJZ-TV to E&MW Nets; 7:30-8pm Mondays; Ironrite Corp starts sponsorship; Agency - Brooke,Smith,French & Dorrance; Packager - Lester Lewis.

Oct 2 — Sugar Bowl debuts from WJZ-TV to E&MW Nets; 8-8:30pm Mondays; variety show with campus setting featuring Chico Marx; Sponsors (alternate weeks)- American Safety Razor Co & Pharma-Craft; Agency - Ruthrauff & Ryan.

Oct 2 — Tom Ranger, Space Cadet debuts from WCBS-TV to E&MW Nets; 6:45-7pm Monday, Wednesday & Friday; science-fiction adventure series for children; Sponsor - Kellogg; Agency - Kenyon & Eckhardt.

Oct 3 — Beulah debuts from WJZ-TV to E&MW Nets; ½ hour weekly version of AM show; with Ethel Walters, Butterfly McQueen & others; Sponsor - Procter & Gamble for Dreft & Oxydol; Agency - Dancer-Fitzgerald-Sample; filmed by Pictorial productions.

Oct 3 — Can You Top This debuts from WJZ-TV to E&MW Nets; TV version of AM show; Sponsor - Maiden Wine; Agency - Weiss & Geller; 9:30-10pm Tuesdays.

Oct 5 — Groucho Marx Show debuts from WNBT to E&MW Nets; 8-8:30pm Thursdays; format not set for show featuring Groucho Marx; Sponsor - DeSoto; Agency - BBD&O.

Oct 5 — I Cover Times Square debuts from debuts from WJZ-TV to 11 sta E&MW Nets & 3 kine; 9-9:30pm Thursdays; dramatized adventures of a national columnist played by Harold Huber; Sponsor - Seeman Bros for Air-Wick; Agency - Weintraub; Packager - Harold Huber.

Oct 6 — Art Linkletter Show debuts from WENR-TV Chicago to E&MW Nets; 7:30-8pm Fridays; Audience-participation show with MC Art Linkletter; Sponsor - Minnesota Canning Co (52 weeks); Agency - Leo Burnett.

Oct 7 — Saturday Night At The Garden debuts from WABD to E&MW Nets; telecasts of 26 Saturday night events from Madison Square Garden including professional and college basketball, track meets, rodeo and horse shows.

Oct 15 — Madison Square Garden Events debuts on WPIX local; 120 Madison Square Garden events including NY Ranger and Rovers hockey games, professional & college basketball, horse show, rodeo, dog show & track meets; Sponsors- Webster Cigars will co-sponsor 60 events; other co-sponsor for these 60 events not yet signed; NY Chevrolet Dealers will sponsor all of the remaining 60 events; Agencies - N.W.Ayer for Webster; Campbell-Ewald for NY Chevrolet Dealers.

Oct 21 — Life With The Erwins debuts from WJZ-TV to 39 sta E&MW Nets & 16 kine; 7:30-8pm Saturdays; situation comedy with Stuart Erwin & wife, June Collyer; Sponsor - General Mills; Agency - Dancer-Fitzgerald-Sample.

Fall — Untitled Dramatic Show debuts from WJZ-TV to E&MW Nets; 9-10pm Fridays; sponsorship & details of the format have not yet been released.

Fall — Variety Show debuts from WJZ-TV to E&MW Nets; 7:30-8pm Sundays; format & cast not set; will have automotive sponsor.

Fall — Frank Sinatra Show debuts from WCBS-TV to E&MW Nets; time & day not set; lavish 1 hour variety show starring Frank Sinatra.

Fall — Roller Derby; from WJZ-TV to E&MW Nets; adds Tuesday night segment; with sportscasters Joe Hasel & Ken Nydell; Sponsor - Lucky Strike (10:30-11pm) Agency - BBD&O; Roller Derby will continue to be seen Thursday, Friday & Saturday evenings.

Fall — Untitled Dramatic Show debuts from WJZ-TV to E&MW Nets; 8-9pm Wednesdays; format not set; Sponsor - Bymart for Tintair hair tint; Agency - Cecil & Presbrey.

Fall — Sure As Fate returns from WCBS-TV to E&MW Nets; dramatic program; time & day not set; Producer - Jerry Danzig CBS.

Fall — Magnavox Theater debuts from WCBS-TV to E&MW Nets; 9-10pm alternate Fridays alternates with "Ford Theater"; dramatic program; format not set; Sponsor-Magnavox; Agency - Maxon.

Fall — Buddy Rogers Show debuts from WABD to E&MW Nets; time & day not set; 1 hour variety show with Buddy Rogers.

Fall — Untitled Shoppers' Program debuts on WABD local; 11:30-12 noon Monday through Friday; shopping aids for homemakers, MC not set; Abraham & Strauss Department Store through Kiesewetter, Wetterau & Baker is reported by DuMont to be "near signature" for this show.

Fall — NY Close-Up debuts on WNBT local; 6:30-6:55pm Monday through Friday; Jinx Falkenberg & Tex McCrary interview celebrities.

Fall — NBC Opera Series returns from WNBT to E&MW Nets; time & day not set; monthly series of 8 opera classics sung in English; produced by the NBC Opera Department; Producer - Samuel Chotzinoff NBC; Dir - Charles Polacheck NBC.

Fall — Untitled Variety Show debuts from WNBT to E&MW Nets; time, day & format not set; may use Ed Wynn, Jimmy Durante & Danny Kaye as rotating stars.

add Dated Futures

Aug 6 — Bill Stern Show debuts from WNBT to E&MW Nets; 8:30-9pm Sundays; Bill Stern interviews sports personalities & comments on sports;

Aug 26 — Smilin' Ed McConnell debuts from WNBT to E&MW Nets; 6:30-7pm alternate Saturdays; TV version of AM show; specially filmed for TV by Frank Ferrin, Hollywood; children's show with MC Smilin' Ed McConnell; Sponsor - Buster Brown Shoes; Agency - Leo Burnett.

Oct 1 — Nescafe Variety Show debuts from WNBT to E&MW Nets; 10:30-11pm Sundays; format & MC not set; Sponsor - Nescafe; Agency - Cecil & Presbrey.

Oct 3 — Billy Rose's Pitching Horseshoes debuts from WJZ-TV to E&MW Nets; dramatizations of the Billy Rose columns; Sponsor - Hudson Motors; Agency - Brooke, Smith, French & Dorrance; 9-9:30pm Tuesdays.

add to details on ABC Fall Variety Show (p.3); will be produced in co-operation with ANTA; Sponsor - Dodge Dealers; Agency - Ruthrauff & Ryan; Producer - Vinton Freedley; Director - Writer - Howard Teichman.

MULTI-MARKET PULSE (July 5-11)

Toast Of The Town	C	31.1
Godfrey & Friends	C	27.2
Stop The Music	A	26.0
Philco Playhouse	N	23.7
Kraft Theater	N	21.3
Orig Amateur Hour	N	20.0
Candid Camera	C	19.1
Cavalcade Of Bands	D	16.1
Cavalcade Of Stars	D	16.0
Hopalong Cassidy	N	15.9

NYC MULTI-WEEKLY (July 5-11)

Dodger Baseball	W	19.7
Yankee Baseball	D	13.9
Captain Video	D	8.8
Howdy Doody	N	8.6
B'way Open House	N	8.3
Camel News	N	8.3
Junior Frolics	WATV	7.9
CBS News	C	7.5
Garry Moore Show	C	7.3
Lucky Pup	C	6.9
Children's Theater	N	6.9

NIELSEN RATINGS

NATIONAL (Weeks June 1-7, 8-14)

No. TV Homes In U.S.		Homes (000)
Texaco Star Theater	N	3,189
Talent Scouts	C	1,877
Toast Of The Town	C	1,994
Philco Playhouse	N	1,994
Fireside Theater	N	1,506
Godfrey & Friends	C	1,871
Lights Out	N	1,508
Martin Kane	N	1,634
Orig Amateur Hour	N	1,494
The Goldbergs	C	1,456

In Cities Where Telecast % TV Homes

	HOMES (%)
Texaco Star Theater	61.7
Talent Scouts	50.4
Toast Of The Town	42.4
Philco Playhouse	37.5
Fireside Theater	36.7
Godfrey & Friends	35.9
Lights Out	35.4
Martin Kane	32.7
Original Amateur Hour	32.7
The Goldbergs	32.7

NYC RATINGS - 4 WEEKS ENDING JULY 8, 1950
(Cross Section TV Homes, 50 Mile Radius New York)

	No. Of Telecasts	Homes (%)	Homes (000)	TV Homes Using Sets At Telecast Time TV(%)	Radio(%)
Talent Scouts	3	36.5	502	55.6	2.9
Toast Of The Town	4	34.7	477	45.3	1.8
Philco Playhouse	4	29.4	405	54.1	2.2
Studio One	2	25.2	347	59.0	1.6
Martin Kane	3	24.4	336	52.9	4.0
Lights Out	4	23.7	326	58.2	1.6
The Goldbergs	2	23.7	326	64.6	3.1
Godfrey & Friends	4	23.4	322	46.1	4.0
The Trap	2	21.1	290	54.9	1.4
Man Against Crime	3	20.5	282	48.7	2.8

NOTE: Number of homes is obtained by applying the rating (%) to 1,376,000--the July 1 1950 Nielsen Television Index estimate of total TV homes in the "New York" Area.

HOOPERATINGS - JUNE-JULY
NYC Top 15 Evening Programs

Texaco Star Theater	55.2	Studio One	20.0	Stop The Music	17.6
Toast Of The Town	36.2	Alan Young	19.3	Jack Haley	17.1
Philco Playhouse	25.7	Plainclothesman	19.2	Big Story	16.9
Godfrey & Friends	25.1	Sat Night Revue	17.9	Fred Waring	16.8
Lucky Strike Thtr	21.0	Orig Amateur Hour	17.7	Break The Bank	16.3

WORLD VIDEO'S

TOP TEN

(Based on ratings arrived at from interviews and diaries within a radius of four blocks of Madison Avenue, New York City)

TITLE	LENGTH	TYPE	FORMAT
ON STAGE EVERYBODY!	Half Hour	Theater	*Eddie Dowling takes you backstage as he brings a play to life.*
COMEDY THEATER	Half Hour	Drama	*Don Davis' production of famous farces.*
PATHE PICTORIAL	Quarter Hour	Feature	*Hy Gardner humanizes the news on film.*
TREASURE HUNT	Half Hour	Audience	*Viewers and studio audience participate in 3 big hunts—for talent and treasure.*
CHIEF RED ROBIN	Half Hour Strip	Children	*Indian legends and lore dramatized and performed by real Indians.*
PASS THE WORD	Half Hour	Game	*The popular game of "ghost" made visual and elaborated.*
CLUB CANASTA	Quarter Hour	Demonstration	*Ottilie H. Reilly in a playing demonstration.*
FLOOR SHOW	Half Hour	Musical	*The established musical variety program with Eddie Condon and comic Carl Reiner.*
A COUPLE OF JOES	Half Hour	Variety	*The ABC-TV musical quiz with the tremendous mail pull.*
MORGAN & HIS FRIENDS	Strip	Children	*The famous Basset Hound MC's a talent show for pets.*

Packaged by the Producers of:

ACTORS' STUDIO CELEBRITY TIME THE PLAY'S THE THING THE FRONT PAGE

WORLD VIDEO, Inc.

15 East 47th St., New York 17, N.Y. • PLaza 9-3870

PROGRAM PACKAGING FOR TELEVISION

THE HISTORY & OUTLOOK FOR NETWORKS & STATIONS, AD AGENCIES & INDEPENDENTS

This is a review and preview. The following pages will deal with a close examination of some basic concerns of all who are a part of the programming and producing fraternity. In addition to the editorial matter, several original listings have been included by way of a further service to the reader...One, a check of some 378 programs that have been telecast in the past two years, indicates the comparative amounts of program packaging by networks, by ad agencies and by independent producers. A second listing carries some 200 shows which are offered to advertisers as being available for sponsorship this Fall. Also included are directories to the networks & stations, the ad agencies, producers, station representatives and film distributors with which this report deals. A list of Futures and a page for the top rated programs of the preceding month are regular monthly report features that are particularly appropriate to this report.

THE RIVALRY FOR CONTROL OF PROGRAMS

In the beginning - of telecasting, that is - there was much talk about whose director would be in the control room - the network's, the agency's or the packager's. That incipient rivalry (a carryover from radio) has developed into an all-out contest in which the networks appear determined to retain that control over programming which they surrendered to agencies and packagers in radio. Although network officials have variously expressed themselves to the effect that they desire to give "a more complete, finished service to advertisers", other apparent motives can be traced to the near sellout of time for the Fall cycle. Using the limited time available as a bargaining point, the networks feel justifed in recouping their earlier heavy losses by making money from programming as well as from use of their facilities.

Packagers - reportedly with the backing of some ad agencies who resent the resultant loss of control not only over programs but over time spots as well - have been decrying the networks' "squeeze play" which is threatening the independents' very existence. At least one group in Chicago has been reported on the verge of bringing suit charging monopolistic practices by the networks. At which some network officials were reported to reply (by Variety), "The whole thing is silly. The networks feel more strongly about good programming than the independent producers. We will recapture in TV the program control we once had in radio".....also "The advertiser is no longer inviolate. He will have to take our judgement as to what is good programming....complainants in most cases are disappointed fiddle players".

Be that as it may, the packagers and those agencies which side with them have found an ally in the station representatives who sell time for the close to 100 independent TV stations around the country. Dedicated to recapturing programming time for the local stations they represent, a group of station reps have announced a joint campaign to build and sell programs on a national spot basis. They've been joined by the William Morris agency in a first venture to handle a film series being produced in England (see Station Rep discussion which follows).

The claim of many packagers that over 50% of Fall programming of a commercial nature will be network packaged, prompted the researching of the chart which follows - a checklist of some 378 programs which have been telecast in 1948-49 and '50. Analysis of this list gives some indication as to the comparative amounts of packaging by networks, independents and ad agencies,

Of the 378 programs examined - allowing for minor omissions or miscrediting because of a lack of information - the following breakdown is determined:

CBS-TV Packaged.....50		
ABC-TV Packaged.....10		
DuMont Packaged.....32	34%	
NBC-TV Packaged.....36		
Independently Pkgd.....215	57%	
Ad Agency Pkgd.....35	9%	

*Packaged by - interpreted as meaning created and produced by. In some cases packagers work out of network offices, making delineation difficult.

It would appear that, at least in the early phase of development, when the networks could neither afford creative and production talent nor had enough programs to fill their required telecast time, independent packagers enjoyed a great opportunity -- if not a great financial return. And yet today, those that were able to weather the financial exigencies while building a list of credits seem, for the moment, to have had the door shut in their faces. Whether or not they can gain a foothold depends on such factors as: The imminence of the thaw on new stations, thereby opening up new programming time.

The degree of success achieved by network attempts to sell their own programs as well as time.

The general curtailment of TV occasioned by the Korean conflict and unsettled world conditions.

The ability of Station Reps to sell Spot TV...as well as to free time for local programming.

The desire of advertising agencies to exert more control over the programs they buy, including the right to move programs to another network.

THE GENERAL CONSENSUS among all programming people queried is that the packager with a specialized service will survive.....that still more so-called packagers who are not operating on a sound business basis will drop by the wayside....that commercial influences are working against the small individual.....that today's successful packager needs a large capital outlay, a succesful allied property that can be successfully adapted to TV, good contacts in at least one of the networks, a business record as an independent producer in radio or TV, strict option on a star....or the like. In brief, a packager's experience and production know-how, coupled with his financial backing, are analyzed by networks and agencies today before doing business with him. Ideas must be backed up by a production record.

The directory of Independent Producers carried at the rear of this report shows that some 82 are regarded by ROSS REPORTS - after a thorough check - as having bona fide operations geared to more than an out-of-a-hat packaging (NYC only). This number is of course supplemented by a number of out-of-town producers engaged in live or film packaging - but as yet still largely in the experimental stage of New York a year or two ago. Indicative is the fact that some 122 packagers have had programs on the air in New York, but this number has melted away already.

Both the Ad Agency production efforts and those of the Film people are studied in later pages.....they are, of course, vital considerations in the future.

Regardless of which element prevails - or whether a 3 or 4-way partnership is developed, one keynote has already been sounded: TV is Show Business, and radio practices must be further developed if they are to meet the need. Whoever does the production must be more than an idea man or a salesman. He must be a showman.

THE RECORD -- NETWORK PACKAGES....'48-'50

While the following list may inadvertently miscredit or omit a minor number o program packages, it does serve as a checklist for the more than 350 packages we have recorded since January 1949....Asterisk * indicates program on at end of last cycle.

CBS-TV

Adventures In Jazz	'49
Abe Burrows Almanac	'50
Alan Young Show	'50*
At Home Show	'49-50*
Backstage With Barry	'49
Blues By Bargy	'49-50*
Bob Howard Show	'49-50*
CBS Television News	'49-50*
Capitol Cloakroom	'49-50*
Chuck Wagon	'49-50*
Diplomatic Pouch	'50*
Ed Wynn Show	'49-50*
Escape	'50
54th Street Revue	'49-50
Garry Moore Show	'50*
Godfrey & His Friends	'49-50*
Godfrey & His Ukulele	'50*
Hold It Please	'49
In The First Person	'49-50*
Jack Sterling Show	'49
Ken Murray Show	'50*
Kobbs Korner	'49
Lamp Unto My Feet	'48-50*
Look To The East	'50*
Lucky Pup	'48-50*
Make Mine Music	'49
Manhattan Showcase	'49
Overseas Press Club	'49-50*
Paul Arnold Show	'49-50*
People's Platform	'49-50*
Prize Performance	'50*
Red Barber's Clubhouse	'49
Romance	'49
Sonny Kendis Show	'49
Stage 13	'50*
Starlight Theater	'50*
Stork Club	'50*
Strictly For Laughs	'49-50*
Studio One	'48-50*
Suspense	'49-50*
Talent Scouts	'48-50*
Ted Steele	'49
The Show Goes On	'50*
This Is Show Business	'49-50*
Toast Of The Town	'48-50*
UN Casebook	'49
Vanity Fair	'49-50*
Week In Review	'49-50*
We Take Your Word	'50*
What's It Worth	'48-49

ABC-TV

Critic At Large	'49
John Feeney Show	'50
Little Revue	'49-50
Mr. & Mrs. Home Gardener	'50*
My True Story	'50*
On Trial	'49-50*
Super Circus	'48-50*
Tin Pan Alley TV	'50*
Whiteman's TV Teen Club	'49-50*
Whiteman Goodyear Revue	'49-50*

DUMONT

And Everything Nice	'48-49
A Woman To Remember	'49
Broadway To Hollywood	'49-50*
Camera Headlines	'49-50*
Captain Video	'49-50*
Chicagoland Players	'49-50*
Dinner Date	'50*
Dizzy Dean	'50*
Front Row Center	'49-50
Growing Paynes	'48-49
Hands Of Destiny (Murder)	'49-50*
Hazel Scott Show	'50*
Headline Clues	'49-50*
Joan Edwards Show	'50*
Key To The Missing	'48-49
Kitchen Fare	'50*
Magic Cottage	'49-50*
Manhattan Spotlight	'49-50*
Man On The Street	'48-50*
Morey Amsterdam	'49-50*
Morning Chapel	'48-50*
Operation Success	'48-49*
Program Playhouse	'49
Roblee Fanfare	'49
Small Fry Club	'47-50*
Susan Raye Sings	'50*
Ted Steele Show	'49
They Stand Accused	'49-50*
Wrestling From Chicago	'49-50*
Vincent Lopez Show	'48-50*
Your Television Baby Sitter	'50*
Your Television Shopper	'49-50*

* Asterisk indicates program was on the air at the end of the Spring 1950 cycle or is on the air at present.

NBC-TV

American Songs	'49	Lights Out	'49-50*
Armstrong Circle Theater	'50*	Lucky Strike Thtr(see Neptune)	'50*
Band Of America	'49	Magic Slate	'50*
Broadway Open House	'50*	Masterpiece Playhouse	'50*
Camel News Caravan	'49-50*	Mohawk Showroom	'49-50*
Cameo Theater	'50*	NBC Repertory Theater	'49
Chevrolet Theater	'48-50*	Opera Series	'50
Children's Sketchbook	'49	Philco Playhouse	'48-50*
Children's Theater	'50*	Ransom Sherman Show	'50*
Clock	'49-50*	Saturday Night Jamboree	'49
Con Ed Weatherman	'49-50*	Television Screen Magazine	'48-49
Date In Manhattan	'50*	UN Stamp Club	'50*
Easy Does It	'48-50*	Up To Now with Don Goddard	'50*
Garroway At Large	'49-50*	Voice Of Firestone	'49-50*
Gobo's Circus	'49-50*	Watch The World	'50*
Here's Morgan	'49	Who Said That	'49-50*
Judy Splinters	'49-50*	Young Broadway	'49
Kukla,Fran & Ollie	'47-50*	Zoo Parade	'50*

INDEPENDENT PACKAGES ON TV - '48-'50

The following list refers to those programs created by and produced by (for the most part) independent packagers. Asterisk * indicates on at end of last cycle.

ALL AMERICAN NEWS

Top Views In Sports NBC,WOR '49-50*

AMERICAN Q-BALL CONGRESS

Q-Ball Championships WOR,ABC '49-50*

BILL BAIRD

Life Of Snarky Parker CBS '50*

JACK BARRY

Life Begins At 80 NBC '50*

BASCH PRODUCTIONS

Versatile Varieties NBC '49-50*

GERTRUDE BERG

Goldbergs CBS '49-50*

ALBERT BLACK

After Hours WCBS '50
Bamboo WCBS '50
Batter Up WPIX '50
Alan Dale Show WCBS '50*

ROGER BOWMAN

Kuda Bux CBS,NBC '49-50*

ROBERT BRENNER

Quizzing The News ABC '49

STEDMAN COLES & BARRY THOMPSON

Night Book WOR '49-50

NICHOLAS COSENTINO

They Live In Brooklyn WPIX '50*

LOUIS COWAN

R.F.D. America NBC '49
Stop The Music ABC '49-50*
(with Mark Goodson)

DAWSON & GINGRICH

Majority Rules ABC (Chicago) '49-50*

CHARLES R. DENNY

Town Meeting Of The Air ABC '49

DEPARTMENT OF DEFENSE

Armed Forces Hour NBC '49-50*

SHERMAN DRYER

Masters Of Magic CBS '49

JUDY DUPUY (VIDEO EVENTS)

Billy Boone & Cousin Kib CBS '50*
Pow Wow NBC '49

EHRLICH - O'MALLEY

Quality Hall WNBT '50*

BOB EMERY

Small Fry Club DuM '47-50*

JERRY FAIRBANKS

Paradise Island NBC '49

JOHNNY FARRELL

Johnny Farrell Colf Club WOR '50

ALAN FUNT

Candid Camera NBC,CBS '49-50*

FOX MOVIETONE

Pal Headliner ABC '49

JACQUES FRAY

Music Room ABC '49

HARDIE FRIEBERG

Faye Emerson CBS '49-50*
Fifteen With Faye NBC '50*

GAINSBOROUGH

Talent Parade WOR '50*

AL GARRY

Magic Clown WNBT '50*

JON GNAGY

You Are An Artist NBC,CBS '48-50

HARRY S. GOODMAN

TV Telephone Game ABC '49-50*

MARTIN GOODMAN

Wendy Barrie NBC '49-50*
Magnificent Menasha NBC '50*

GOODSON - TODMAN

Beat The Clock CBS '50*
By Popular Demand CBS '50*
The Web CBS '50*
What's My Line CBS '50*
Winner Take All CBS '49-50*

MARTIN GOSCH

Tonight On Broadway CBS '49

THEODORE GRANIK

American Forum Of The Air NBC '49-50*

GRANT - REALM

Your Show Time NBC '49

HARVEY & HOWE

Homemakers' Exchange CBS '49-50*

HERALD TRIBUNE

Herald Tribune News WABD '49-50*

ELWOOD HOFFMAN

Family Genius DuM '49

WEST HOOKER

Answer Yes Or No NBC '50*
The Flame Show NBC '49
Kids Athletic Club WNBT '49
Say It With Acting WNBT '48-50*
Three Flames WNBT '49

TOM HOWARD

It Pays To Be Ignorant CBS '49

INTERNATIONAL TELE-FILM

Kieran's Kaleidoscope ABC '49-50*

CHARLES IRVING

Detective's Wife CBS '50*
That Wonderful Guy ABC '49

* Asterisk indicates program was on at end of last cycle or is on now.

Symbol indicates talent package only (MCA,Morris

CAROL IRWIN

The Girls CBS '49-50
Mama CBS '49-50*
Stage Door CBS '49-50

ROBERT JENNINGS

Think Fast ABC '49-50*

MARTIN JONES

Broadway Spotlight NBC '49
(Show Business,Inc)
Newtimers WPIX '49
Today With Mrs. Roosevelt NBC '50*

BERNARD E. KARLEN

I'd Like To See NBC '49

PAUL KILLIAM

Old Knick Music Hall WOR '49-50

JOHN REED KING

John Reed King WOR '49-50

RICHARD KOLIMAR

2nd Chance Club WOR '49-50

KRAMER PRODUCTIONS

Never Never Land WOR '50*

KEN LATER

Dorothy Carless Songs WOR '49
Joan Roberts WOR '49
Al Siegel's Song Shop WOR '49

ARTHUR LESSER

Arthur Lesser Show WOR '49

MARLO LEWIS

Dinner At Sardi's WOR '49-50*
Messing's Prize Party CBS '49

LESTER LEWIS

Eloise Salutes The Stars DuM '50*
Hollywood Screen Test ABC '49-50*

MAX LIEBMAN

Admiral Broadway Revue NBC '49
Saturday Night Revue NBC '50*

JACK LINDEN

Bowery Music Hall WOR '50*

TED LLOYD

Europe Today ABC '50*
Zeke Manners ABC '50*

PHILLIPS H. LORD

Black Robe NBC '49

MARCH OF TIME

Crusade In Europe ABC '49-50*

ANN MARLOWE

Theater Of The Mind NBC '49

HARVEY MARLOWE

Hotel Broadway DuM '49
Mr. & Mrs. Mystery WOR '49-50*

MASTERSON, REDDY & NELSON

Auction-Aire ABC '49-50*

MUSIC CORPORATION OF AMERICA

#Cavalcade Of Bands DuM '50*
#Jack Haley Show NBC '50*
#Boris Karloff ABC '49
#Kay Kyser Show NBC '49-50*
#Buck Rogers ABC '50*
Toni Twin Time CBS '50*
Wesley CBS '49

TEX & JINX McCRARY

Preview, The Living Mag CBS '49

WALTER McGRAW

Bess Johnson Show WNBT '49
Meet The Experts WNBT '49

MODELL - HARBUCK

Happy Felton WOR '50*
Market Melodies ABC '49-50*

MOLE - LEE

Josephine McCarthy Cooking NBC '50*

TIM MORROW

Tin Pan Alley TV ABC '50*

Symbol indicates only talent pkgd.

INDEPENDENT PACKAGES (Continued)

WILLIAM MORRIS

#Admiral Broadway Revue NBC '50*
#Olsen & Johnson NBC '49
Jack Carter Show NBC '50*
School House DuM '49
#Texaco Star Theater NBC '49-50*
Meredith Wilson Show NBC '49
Window On The World DuM '49

CARLTON E. MORSE

Mixed Doubles NBC '49
One Man's Family NBC '49-50*

HERB MOSS

Songs For Sale CBS '50*

JOHN NASHT

Cafe Continental NBC '50*
The Fashion Story ABC '49

RAY NELSON

Roar Of The Rails CBS '49

NEWSWEEK

Newsweek Views The News DuM '49-50*

SHERLING OLIVER

Wren's Nest ABC '49

HAL PERSONS

What Happens Now WOR '49-50

PHOTOPLAY MAGAZINE

Inside Photoplay DuM '49

BERNARD PROCTER

Big Story NBC '49-50*

REEMACK PRODUCTIONS

Original Amateur Hour DuM,NBC '49-50*

H. B. RICKERT

Club Seven ABC '49

JERRY ROSEN

Benny Rubin Show NBC '49
Benny's Place WPIX '49

MARTHA ROUNTREE

Leave It To The Girls NBC '49-50*
Meet The Press NBC '49-50*

SCHOLEM M. RUBENSTEIN

Molly Picon Houseparty ABC '49

JAMES SAPHIER

Fun For The Money ABC '49

KERMIT SCHAFER

Drawing Game WPIX '48-49
Quick On The Draw WNBT '50*
Talent Search WNBT '50*
Your Lucky Star WPIX '49

GEORGE SCHECK

Maggi's Private Wire WCBS '50*

BARRY SCHLAES & LEE ORGEL

Cartoon Teletales ABC '49-50*

BERNARD SCHUBERT

Blind Date ABC '49-50*

SHOW PRODUCTIONS

Mary Kay & Johnny CBS, NBC '49-50

ADDISON SMITH

Guggenheim WPIX '50*

HENRY SOUVAINE

Opera TV Theater CBS '50

RAYMOND SPECTOR

Art Ford On B'ways Of Wrld ABC '50*

SPORTS AFIELD MAGAZINE

Sportsman's Quiz CBS '49

WILBUR STARK

Russ Hodges Scoreboard DuM '49

STOKEY - EBERT (Hollywood)

Armchair Detective CBS '49
Pantomime Quiz CBS '49-50

STARK - LAYTON

Cut	DuM	'49
Jack Eigen Show	DuM	'49
Just For You	NBC	'50*
Rocky King Inside Detec.	DuM	'49-50*
Kathi Norris Show	NBC	'50*
Spin The Picture	DuM	'49
Your Television Shopper	DuM	'48-50

MARTIN STONE

Americana Quiz	NBC	'48-49
Author Meets Critics	NBC,ABC	'47-50*
Face The Future	WPIX	'50*
Gulf Road Show	NBC	'49
Howdy Doody	NBC	'48-50*

DOUGLAS STORER

Believe It Or Not	NBC	'49-50*

IRVING PAUL SULDS

Court Of Current Issues	DuM	'49-50*

TELAMUSE PRODUCTIONS

Charade Quiz	DuM	'49

TELENEWS

Facts & Forecasts	CBS	'50*
Telenews Digest	CBS	'49-50*
Telenews Weekly	DuM WPIX	'49-50*
This Week In Sports	CBS,WOR	'50*

TELESHOWS

Glamour-Go-Round	CBS	50*

TELESPORTS

Bowling Highlights	ABC	'50*

CAL TINNEY

Stop,If You Heard This One	NBC	'49

TOP PRODUCTIONS

Fashions On Parade	DuM	'48-49
Oky Doky	DuM	'49

TRANSAMERICAN

Famous Jury Trials	DuM	'49
The Plainclothesman	DuM	'49

VERNE TRANUM

Manhattan Spotlight	DuM	'49-50*

PAUL TRIPP

Mr. I. Magination	CBS	'49

UNITED PRODUCTIONS (Scheck,Dahlman,Black)

Along The Boardwalk	DuM	'49
Birthday Party	DuM	'49
City At Midnight	NBC	'49
Doorway To Fame	DuM	'49
Nick Kenny's Camp Corner	DuM	'49
Telefinds of 1949	WCBS	'49
Tropic Holiday	WNBT	'49

VILLAGE BARN

Village Barn	NBC	'49

CHICK VINCENT

At Home & How	ABC	'49
Junior Talent Time	WPIX	'50*
Mr. Magic	WPIX	'48-49
Ship's Reporter	ABC	'49
What Am I Bid?	WOR	'50*
What Is It?	WOR	'50
What's Your Problem?	WPIX	'49

VISUAL ARTS PRODUCTIONS

Hanscom Showcase	NBC	'49
The Road To Success	WOR	'49

GUY WALLACE

Around The Circuit	CBS	'50*

BLAIR WALLISER

Singing Lady	ABC	'48-50*

ED WOLF

American Minstrels of 1949	ABC	'49
Break The Bank	NBC,ABC	'49-50*
The O'Neills	DuM	'49
Talent Jackpot	DuM	'49

LESTER WOLF

Joyce Mathews Show	CBS,WOR	'50
Rendezvous	CBS	'50

RAPHAEL G. WOLFF

Petticoat Parade	ABC	'49

WOMEN'S WORLD TV

It's Sewing Time	NBC,WOR	'49

FREDERIC ZIV

Easy Aces	DuM	'49-'50
Sports Highlights	WPIX	'50
Vic & Sade	NBC	'49
Yesterday's Newsreel	CBS,NBC	'49-'50*

FRED VANDEVENTER

Twenty Questions	WOR & ABC	'48-'50*

WORLD VIDEO, INC.

Actors' Studio	ABC	'48-'49
A Couple Of Joes	ABC	'49-'50*
Celebrity Time	ABC, CBS	'49-'50*
Comedy Theater	CBS	'50*
Floor Show	NBC, CBS	'49,'50*
The Front Page	CBS	'49
Mrs. America	ABC	'49,'50*
Photoplay-Wendy Barrie	ABC	'49
The Play's The Thing	CBS	'50*
Riddle Me This	CBS	'49

NEPTUNE PRODS.

Lucky Strike Theater	NBC	'50*

ARTHUR SCHWARTZ

Inside USA	CBS	'49

AD AGENCY PACKAGES ON TV - '48-'50

Conceived, built, or produced by Ad Agencies - a representative listing.

BENTON & BOWLES

Lambs Gambol	NBC	'48

CLEMENTS COMPANY (Philadelphia)

Horn & Hardart Hour	NBC	'49-'50*
Friendship Ranch	NBC	'50*

COMPTON

Fireside Theater	NBC	'49-'50*

CUNNINGHAM & WALSH

Supper Club	NBC	'48-'50*

WILLIAM ESTY

Colgate Theater	NBC	'49-'50*
Man Against Crime	CBS	'49-'50*
Tom Ewell (Colgate Thtr)	NBC	'49
Vic & Sade (Colgate Thtr)	NBC	'49

HUBER HOGE

Arthur Murray Show	CBS	'50*
Ben Grauer Show	NBC	'50*
Doubleday Children's Show	NBC	'50*
Joan Shea	DuM	'50*
Jon Gnagy	ABC,NBC,DuM,CBS	'46-'50*
Warren Hull Show	CBS	'50*

HUTCHINS

Mystery Chef	NBC	'50*

KENYON & ECKHARDT

Ford Theater	CBS	'48-50*

KUDNER

Martin Kane	NBC	'49-'50*
#Texaco Star Theater	NBC	'48-'50*

MCCANN-ERICKSON

Swift Show	NBC	'48-'49

PRODUCT ADVERTISING CORP

Cavalcade Of Bands	DuM	'50*
Cavalcade Of Stars	DuM	'49-'50*

J. WALTER THOMPSON

The Hartmans	NBC	'49
Hour Glass	NBC	'46
#Kay Kyser	NBC	'49-'50*
Kraft Theater	NBC	'47-'50*
Through The Crystal Ball	CBS	'49

WEISS & GELLER

Clubhouse Quiz	WOR	'50*
John Reed King	WOR,CBS	'49-'50*

YOUNG & RUBICAM

Aldrich Family	NBC	'49-'50*
Arrow Show	NBC	'48-'49
Bigelow Show	NBC, CBS	'49
Holiday Hotel	ABC	'50*
Fred Waring Show	CBS	'49-'50*
Silver Theater	CBS	'49-'50*
We The People	CBS, NBC	'48-'50*

Symbol # - indicates that talent or rights may be packaged by an agent, but that the program is ad agency produced.....* indicates that program was on TV at the end of the last cycle.

[illegible]

[illegible]

[illegible]

WHAT IS A PACKAGE -- WHO IS A PACKAGER?

A DEFINITION OF CHARACTERISTICS & RESPONSIBILITIES - THE LEGAL ASPECT

Almost every individual working in or near a firm connected with TV has tried whole or half-heartedly to create and sell "a package". Obviously, there has been much misconception as to just what is a package and what responsibilities and qualifications must a "packager" understand before attempting his operation.

ROSS REPORTS checked with veteran broadcasting attorney Joseph Tiefenbrun (Ed Wolf Productions, Harry S. Goodman Productions, among others) who, to a great extent, furnished the information upon which this section is based.

Definition -- A PACKAGE IS A COMPLETE SHOW, where the means and methods of production are concentrated in one authority -- all responsibilities for indemnifications, liabilities, payment of talent, etc. lying with that authority. A packager, in order to lay claim to the name, must have legal and production control over all component parts of a show, not merely talent or rights, but the complete production for which the sponsor pays one price.

Packager or Agent -- When a packager can not lay claim to overall control of his program, he is in reality little more than an agent. Legally, according to the terms of the usual contract, the packager retains the right of production except for veto power by the agency or network in order to protect some basic policy. The true test of a packager is the amount of control that he does surrender. If he loses too much control over the component parts of his package he is in essence an employee of rather than a contractor with the agency or network. Various estimates have termed as many as 90% of today's packagers as merely agents.

Those packagers who have sought to protect their status from too great an agency or network participation have made sure that clauses such as the following are inserted in contracts: ".....although the packager has complete control over production of the program, the agency and sponsor have the right of disapproval. In that event, the producer shall do everything in his power to correct the thing that is disapproved of. His failure to attempt to make such correction is cause for cancellation of contract."

True Packaging involves a normal business responsibility that many "idea packagers" seem to have ignored. A tax burden that runs up to 22% for payroll and withholding requirements, plus insurance, bookkeeping, overhead and the like require a capital investment that few packagers can scrape up. The amount that must be withheld and set aside when producing the average half-hour television program runs to about $1000 weekly, or $13,000 a cycle. Failure to set aside that money amounts to misappropriating funds. In addition, the packager must be prepared to accept the liability for libel, actor's breech of contract, copyright infringement, plagiarism, union difficulties and the like. In those cases where the advertising agency is accepting these responsibilities, the packager is then little more than an agent or, if he is doing the producing, no more than an employee.

In numerous instances, current so-called packages are being agency or network-produced. This may be due to a lack of competance on the part of the packager or to that so prevalent desire of the agencies to extend their influence over and beyond the commercials to the point of directing the content of the program. In some cases so-called packagers are being paid for rights and are told to stay away from the production. Of course, this is a prime example of a packager in name only.

Having fairly well established that the "idea" per se is only one component of the complete package, it remains, however, a very important part.....At least one executive interviewed for this survey pointed out that one significant problem of packaging is the innocent duplication of ideas. This can happen to established, informed packagers as well as the novices, since a good knowledge of the field - including trends, population shifts, advertising prospects, and the like - tends to inspire development of ideas to meet the demands...ie: giveaway gimicks, panel shows.

Essentially, the best protection for an idea is use of the idea. Vario other methods are employed, but there is no clearly defined law on the subject, and actual tests as to prior right to an idea usually have to be resolved by legal methods. One popular attempt at protection is to write a complete script incorporating basic ideas, then deposit it for copyright in Washington as an unpublished manuscript not to be reproduced for sale. In accepting the script, the copyright office does not investigate for previous similar submissions....but it merely records the fact that that the particular idea has been submitted. Ideas are only rejected when improperly submitted.

A second popular method accomplishes the same end - that is, the mailing of a registered letter with a description of the idea to a lawyer, acquaintance or oneself for safekeeping, by way of indicating the date and details. In both this and in depositing for copyright, a concrete presentation in script form is a necessity, since twists on a basic idea are original when original in use. For example, the recent charge by Lester Lewis, packager-producer of "Hollywood Screen Test", that the NBC-TV show "Lights, Camera, Action" was a direct use of his basic idea was amicably settled out of court when Lewis could only point to the use of a movie-making clapboard device in terms of direct presentation. When this device was removed from the NBC show, Lewis withdrew his charge.

Most usual charge in protesting the "lifting" of show formats is the fact that the second show causes undue confusion. On numerous occasions, various organizations have been approached to set up a "new material" department, and the Author's League, for one, does accept manuscripts filed by members. In addition, the networks maintain title clearance departments in addition to audition departments. But, to reiterate, there is no hard and fast method of protection.

Undoubtedly, this is the reason for the practice of asking packagers to sign release forms when submitting programs to agencies and networks. Both of these groups - being particularly vulnerable to expensive legal actions - are afraid to have programs suggested to them without a release for fear that they already have it in the house, or that they may develop a similar format independently in the future. A new organization, with the interests of writers and creators of ideas at heart - called TV-Radio Show Service - is nevertheless proceding with plans for a publication which would bring show ideas before the eyes of program buyers. First weekly bulletin citing details of such ideas was scheduled to appear in August..... the customary release form, incidentally, requires the submitter to acknowledge that the submission is voluntary...that there is a possibility of a similar show in existence...that the idea is original with him in its concept...that the receiver of the idea shall have the right to award priority to a similar suggestion if it exists.

INFRINGEMENT OF RIGHTS -- Where it is felt that rights have been infringed upon, producers, in order to substantiate their claim, are required to take action with reasonable promptness, preferably while the other program is on the air. Many producers hold broadcast liability insurance to protect themselves against innocent plagiarism, liability or slander while acting in good faith. However this has detrimental effects, should the insurance company, through an injunction, force the program off the air during the litigation--resulting in sponsor alienation.

QUESTIONAIRE

(Answers furnished the basis for this Survey)

TO PACKAGERS

1. How long in business? Previous background?
2. Types of show you have had on TV? To what do you attribute their success?
3. What types of show are you trying to sell now?
4. What, do you feel, is the best way to sell them? To whom...and how?
5. What are the chief expenses attached to presentation of your show?
6. What types of shows are sponsors looking for?
7. How do you get ideas for new shows....are they based on an idea, talent, property
8. What do you know about the out-of-NYC position and success of packagers?
9. Will TV have the same possibilities for the independent as radio did?
10. Will the trend of networks and stations toward house packages be sustained?
11. In general, what is the outlook for independent packagers?
12. What is the future for films in Television?
13. What do you think of using agents (MCA, Wm Morris, etc.) to sell for you?
14. How about the possibility of a United Artists for TV packagers?
15. What services to the packager are needed (video recordings, props, etc.)?

TO AD AGENCIES

1. Which policy does your agency follow: using network, independent or house-built packages?
2. Which type of show has been telecast most successfully from your viewpoint?
3. Will this continue to be true and are you now looking for these types?
4. What form of presentation of a program do you prefer?
5. What type of sponsorship do you feel best - participation, co-op, full sponsor?
6. What proportion of your clients will ultimately enter television?
7. What do you know about the trend with regard to independent packaging out of NYC?
8. Will the present trend toward station-built packages continue?
9. Will TV independent packagers have the same success as those in radio?
10. When a client enters television how do you go about choosing a program?
11. What is the future for films on television, from the advertisers' viewpoint.
12. What is the outlook for television, from the advertisers viewpoint, in general?

TO NETWORKS & STATIONS

1. Which method of packaging do you employ - buy outside packages? Build your own?
2. Which would be the most favorable method for you to employ?
3. Is their an emphasis toward any particular type or types of programming by you?
4. What methods of presentation do you employ in selling programs?
5. What determines the method of sponsorship you seek for shows - co-op, etc.?
6. When dealing with a packager for a show, what type of presentation do you expect?
7. Who has responsibility for the commercial sale once you buy from a packager?
8. Will TV independent packagers have the same success enjoyed by radio independents
9. What will be the future of films on television?
10. What is the outlook for television in general?

TO STATION REPS

1. What methods do you use in selling time for your stations?
2. What are stations doing to develop their own programming...how can you help?
3. What is the market for independent packagers in Spot TV?
4. What luck have you had selling Spot TV?

AD AGENCIES HAVE BEEN WARY OF PACKAGING

A look at the record (see Pg 14) shows that only 14 ad agencies were responsible for a bare 36 programs of the 378 this survey has examined. This paucity is to be somewhat expected in the early days of telecasting, for - until sponsors take the plunge, there is little cause for agencies to work with the medium. McCann-Ericson's experimental work with the Lanny Ross show for Swift was a rarity only paralelled by J. Walter Thompson's even earlier "Hourglass Show" and a few other efforts by top agencies.

And yet, even now, the Fall time sellout to advertisers will result in no major step-up of agency production. If anything, several of the more active agency programmers have indicated they were more disposed to dispose of the production responsibility. Reasons are obvious -- the costs of maintaining a staff, accounting, and coping with production problems usually eat right through a 15% commission, which doesn't amount to much unless there's a huge expenditure for time and talent. For the reason, the majority of agency production has been concerned with the higher-budgeted variety and dramatic programs.

Most agency executives are quick to agree that in order for an agency to be worth its salt it must have ideas for good programming. In radio, agencies came into programming late, but then took the ball right away from the networks. Several of the most active radio programmers are firm that when the freeze on stations is lifted & a big time buy jumps the size of their 15%, it will be profitable for them to undertake the production job - thereby giving the advertiser 85% results for his dollar, rather than the approximately 65% now prevalent with network and packager production.

In any event, it appears that the medium and small agencies will continue to concern themselves with the commercial and with simple programming. Only a few, like Huber Hoge and Son, Cayton, Anderson, Davis & Platte have a production record - motivated, they say, by a desire to give as close, personal supervision as possible. Hoge, whose Doubleday direct mail programs keep it on the run, has gone as far as to announce that it has packaged some programs (around pianist Jacques Fray and others) available to non-clients of the agency.

In the main, the major agency production efforts have, however, been restricted to the likes of Young & Rubicam, J. Walter Thompson, William Esty, Kudner, Kenyon & Eckhardt - all with major accounts who spend big money. Their reaction - and that of other big agency spenders - to the network attempts at controlling programs as well as time is a very forceful - No! They cannot leave themselves and their accounts open to a restriction on control of programs. They must be able to move a program to another time slot, even to another network. They seek to identify programs with advertisers and not networks. The report that some agencies are behind Chicago packagers' attempts to restrict network packaging may not be confirmed, but it is understandable.

Not too stressed by agency executives but nevertheless true - and this is by way of encouragement to discouraged independent packagers - is a reticence to leave the agency exposed to client criticism of a program. Rather than risk too close an identification with a show in the event of client dissatisfaction, many agencies prefer to be able to pass the buck. It is easier to change packagers than to find new clients.

Other agency opinions -- all our clients will eventually be in TV (from one of the major agencies); there are too many packagers...result will be that the big get bigger as the little drop by the wayside; script shows with central characters bring greatest identification for the sponsor; multiple sponsorship may be the answer to high costs...although in the main it's a messy situation; film will be big.

Almost every agency maintains a form of audition department in order to cope with the deluge of package suggestions that are submitted. The responsibility may be with anyone from a girl to an executive, depending upon the activity of the agency and how desirous it is of not missing out on that one package that is "just right" for someone. Still and all, more than one agencyman has stated that the best way to spread the word that a client is looking is over the bar at Louis & Armand's.

At this stage in TV's development, agencymen are still prone to buy a program on the basis of its showbusiness qualifications, not demanding the ratings and families-reached statistics so basic to radio. The record with regard to sale of sustainers as against untried programs is about equal at this stage, with client and agency specifications varying.....as evidenced by Speidel Watchband's buy of a segment of the NBC-TV Saturday Revue for a concentrated pre-graduation campaign this Spring....while Lionel Trains will try an entirely new Joe DiMaggio show for its pre-Christmas campaign this Fall.

With regard to presentations by packagers, agency executives advise that they can be sold by paper.....and many will request a network to make a kine of a packager's presentation if they are really interested.

NETWORK PACKAGING

"The Advertiser is No Longer Inviolate"--"We Welcome Packagers"

The networks' attempt to build and sell packages is only good business. Forced to take a financial beating while pioneering the new medium.....forced to go outside for programs and program supervision while working with limited manpower..... forced to go begging to advertisers and agencies for experimental money - the networks just now are reaching the position where they have enough of everything to do a good job of programming. They counter charges of lacking imaginative personnel, by pointing out that the complications of television production require trained personnel, working in units and as a team....and that by building such staffs they insure not only labor saving but reduced expenditures as well. These production units which concentrate on one program refute arguments of impersonalized service, they feel.

Other arguments for network packaging: 1. Networks offer a package price that is guaranteed...2. By experimenting with sustaining house-built programs, networks can offer the advertiser a fully-tested program with a rating and production history.

Until the past year, network packaging attempts had been restricted to kid shows, panel and forum programs and low-budget dramatic shows. But in the 1949-50 cycle, CBS-TV came up with "The Ed Wynn Show", "The Ken Murray Show", "The Alan Young Show", "Godfrey & His Friends", "The Show Goes On", "Escape", "Romance", "The Trap" among others(it already had created "Suspense" & "Toast of The Town"). NBC-TV countered with "Garroway At Large", "Cameo Theater", "The Clock", "Lights Out", "Saturday Nite Revue" among others.....DuMont created its "Captain Video", "Hands of Murder"(now Destiny) from its Program Playhouse audition series a year ago, and had a hand in the two "Cavalcade" programs.....ABC-TV came up with its two Paul Whiteman shows and "My True Story" among others. All in all, some 128 of the 378 packages examined in this report were network created and produced - accounting for 34% of the total.

Their claims may or may not be substantiated, but many packagers today are claiming that the squeeze on them is really on. When they are able to get to the to network echelons, the deals they are offered would be untenable but for the fact tha packagers are willing to barely make ends meet in order to get shows on the air. Onc on the air, packagers claim that their shows are bypassed by the network sales depar ments in favor of house-built packages.

Despite all this, NBC-TV for one maintains a substantial program audition and development department under Carl Stanton; CBS-TV Program Manager Charles Underhill has proclaimed, "We welcome packagers"; ABC-TV points to the fact that the great part of its New York originations are independently packaged and that the influx of sponsor money this Fall will warrant increased buying of both outside packages and outside production by the network. And DuMont finds itself in a parallel position.

As to the type of presentation they're looking for, network officials state that 90% of the 100 or more new packages they see weekly are in the form of scripts. If it is felt that the package deserves an audition, the network may either kinescope it, give it a one shot airing or option it (see section on selling to follow herein)

From the network viewpoint, house-built packages are preferable both from the economics involved and by virtue of the smoother production job and better programming in the public interest accomplished by closer teamwork within the network.

INDEPENDENT PACKAGING

Characterized by Lack of Money or a Sales Force

Sorely pressed from many quarters, the independent producer has been har put to stay in business while waiting for big money sponsors to take the plunge. Few packagers working with TV exclusively have had a return on their investment....they have been lucky if they've been able to build a list of credits to meet that other requirement of the program buyer - production experience. In general, a lack of adequate financing or of a properly-connected sales force has been the greatest stumbling block. This wanting has forced the majority of packagers into an unbusiness-li approach, wherein they seize at straws or make abortive & miscalculated attempts.

Leaving the film packagers for a later section, the types of packagers currently operating with varying success can be classified as follows:

1. The Packager with a Radio Background has been the most successful of the lot because of his experience, financial stability, and contacts at networks and agencies. Working with adaptations of familiar radio properties that already had audience followings, they have been able to make the transition to TV in fairly smooth fashion. Then, expanding upon their already established specialties (ie: quiz shows, audience participation shows, panel shows, situation com edies and the like), they have been able to gain a foothold with diversified types of programming.....such a group would include: Louis Cowan, Mark Goodson and Bill Todman, Ed Wolf, Masterson, Reddy & Nelson, Harry S. Goodman, Mildred Fenton, James Saphier - among others. Their programs are cited in the list of credits beginning on page 9. In essence, they are characterized by a reputation of being able to deliver the goods in businesslike fashion.

2. The Packager who is exploiting One Idea has had more than a fair share of success in television. As typified by Allan Funt, who by this time has a 27 man crew producing the radio, theatrical film, TV, and training film adaptations of his candid interview formula, this type of packager - Gertrude Berg is another - has a following, has production know-how, has a business-like operation, and general acceptance.

3. More of an Agent than a Packager is the holder of rights to a property or the representative of a star. Douglas Storer, who represents the Robert Ripley Estate, actually does not do the production of the "Believe It Or Not series. Others, however, like Mal Boyd,who represents Mary Pickford and Buddy Rogers, or James Saphier, who handles Bob Hope, expand into packaging by building first around their star, then going into diversified types of other packages.

4. The big Talent Agencies are now, of course, making a strong bid for packaging eminence. They still have to prove however that their production efforts can match their ability at assembling talent elements. Some early disillusionments drove MCA and William Morris back to the realm of pure agentry, but it is natural that - with so many of the ingerdients of a successful packager at their disposal - money, control of talent and properties, strong contacts, a sales force - agents like the former two as well as the GAC & Famous Artists combine, Leibling-Wood and the like should assemble programs that can exploit their clients. Each of these agencies has one top executive in charge of TV program development, and most of the smaller agents do too. At present, some 50% of their TV departments' efforts are devoted to selling --not only talent, but other packagers' shows that use their talent, as well Most recent development is the William Morris pact with a group of station reps to sell jointly-developed programs to local stations in the Spot field Similarly, GAC-Famous Artists has tied up first refusal rights on properties of Authors' League members, and reportedly have 10 shows lined up. Incidentally, these agents have been working on a 10% commission on sales for other packagers - as well as receiving commissions from the clients they put to work.

5. The Packager who builds Syndicated Programs is perhaps the most ambitious of all. He is above all a salesman, or has a sales staff operating on a national basis. Among live programmers, television, and even radio, has few of this nature. Becoming more prominent are the film packagers who correspond to transcription packagers in radio. Among the live syndicators are Harry S. Goodman, who has his TV Telephone game on in several cities, and various other firms like World Video, which is running the Mrs. America contest on local stations, and Radio Features, doing the same for Miss U.S. Television.

6. The Pure TV Packager is perhaps best represented by the corporation-financed World Video, Inc. Now 2½ years old, this firm has been content to make an initial investment of time and money in building a list of credits and experience. If any of this type of pure TV packager is to survive, it will be one that is equally prepared to sustain an initially heavy investment in order to build a production record. With its production record already established, World Video needs only a strong selling job to reap a harvest of production contracts. At least two other firms fall into this category, although not quite so far advanced -- TV/Films, which has just combined with Drama Associates (both outside financed) and TV-Programs Inc. This type of packager has one essential - money to tie up rights & talent.

7. The One Man Office Packager is not to be underestimated as one operating out of his hat. An idea man....yes. But more than that, his operation is characterized by his being the dominant and responsible authority, without which the office would cease to exist. When his idea sells, he hires a production staff to execute the program. More often than not, he even gives his idea out to an agent to sell. Many times he divides his efforts, say, between packaging and acting as a consultant. Rather than identify members of this group - although successful in their own right - we suffice it to say that this type of packager does exist.....and very well too - largely on his own drive & contacts.

8. The Packager who has leaned toward Subsidiary Rights is exemplified by the successful Martin Stone office, now capitalizing on the various licensing rights from his Howdy Doody program. Again, this type of packager is very much the businessman, and his program planning has the subsidiary rights factor very much in mind.

9. The New Packager who does not have control of a personality or of a strong property, therefore, is almost too late in getting started. Certainly, there is little room for the purely "idea" packager at this late date. What is beginning to be evidenced is a package firm resulting from the poooled efforts of experienced people in the various show business fields. One such organization is Video International (see back cover), which is a combined effort of experienced radio, screen and advertising people. Given the proper financing in order to tie up good properties, plus a business-like operation, a firm with these characteristics can be an asset to the field.

10. But initiative and ideas alone do not make a Packager. The many who have already failed might well have failed in any industry.....for, without sufficient financing or contacts who would listen to their ideas, they never had a chance to demonstrate their talent. Perhaps a United Artists type of releasing firm would have saved them. But petty jealousies and lack of participation by the more established firms have prevented such an organization..... On both East and West Coasts, the independents did organize into associations, which proved ineffectual. Since they found themselves to be parallelling their respective efforts, they have just recently amalgamated into what is now known as the National Society of Television Producers, with Irvin Paul Sulds at the helm. Predicated on the theory that the networks cannot adequately program a full schedule and will have to go outside, the group fields that television will actually offer independents a bigger potential than radio. Its aims --- a code of ethics and fair dealing.....to act as the voice for the independents ....to police the programmming field....to advise independents....to circulate information about programming trends, costs, etc. to its members. With some 50-75 NYC members and 75-100 California members already in the fold, the organization plans to establish a Chicago chapter, to publish a weekly newsletter and to establish a seal of approval on independents' business dealings.

RANDOM OPINIONS BY INDEPENDENTS -- A United Artists effort would have to offer three departments -- Distribution, Capitalization, and actual Packaging.....big future for packaging lies in filming and subsequent syndication.....there are too many people between the packager and his sponsor..... the amount of resistence to independents is incredible.....yet network personnel do not always have the creativity demanded.....they don't have enough time to think things out at the networks.....what most of us (packagers) lack is business brains and "concepts with dynamics".

"We'll Buy From Anyone -- If It's Good!"

A roundup of packagers reveals that, in most cases, the ideas for 75% of their packages are their own; 25% come from outside sources - including the "idea" packager who is not set up to do a sales or presentation job. Packagers have their own release forms for this purpose, with agreements providing usually either for up to a 50-50 split of net returns on any sale or for the "idea man" to receive 5-10% of the gross while retaining an equity in the package. Should a third party actually agent the show, his commission would come off the top before any split. Most packagers maintain an open door to the "idea men" for fear of missing out on a jewel. Indeed, many waste so much time listening to prospective packages that they don't get out to sell their own.

In turn, both agencies and networks have found it adviseable to create definite audition departments for fear of missing out on these jewels. And they are bombarded without cessation by mailing pieces, brochures, scripts, kinescopes, film, and live presentations. Packagers choose their method of presentation in accordance with their financial status and the amount of elaborateness demanded by the property. The majority of presentations are made with a script accompanied by a handbook. Then, if there is real interest on the part of agency or network, they will underwrite the cost of a kinescope. Of course, if the program is sold, the audition kinescope, which rarely is a "1st show", can be used in the series. One notable exception was CBS-TV's "Alan Young Show", the kine of which was used as the first program.

Until the recent rivalry, packagers preferred to sell their program to the networks on a sustaining basis in order to have the advantages of working out the kinks, building an audience and a rating and benefiting by the efforts of the network presentation and sales departments. The deal he made with the network was of course dependent upon the worth of his property and his bargaining ability, but in general, he would estimate his production budget - exclusive of sets & rehearsal which are network problems - and submit a sustaining price.....with the proviso that should the show be sold to a sponsor, he would then receive a substantially higher price in order to meet commercial talent fees as well as his desired 10 to 25% profit. This commercial price would stand regardless of what figure the network sold the show at. An alternative method had the packager receive his out of pocket expenses plus a set fee on the sustaining basis, with him then receiving a percentage of whatever the network could get for the show commercially.

Today, however, many packagers will not sell on a sustaining basis even when it is possible, because they feel that their show will not get the proper attention from the network sales staff. And so, unless they must get a show on the air at any cost in order to build credits, most established packagers go right after the agencies and specific clients, offering their programs initially at a commercial figure. This offer is still primarily concerned with the talent-production budget plus an estimated network facilities charge for sets, props, costumes, rehearsal, etc.

Of course, the ever probable demand for a kinescope may throw the packager right back in a network's lap should an agency or client so desire. In that event, the network which agrees to kinescope his program for him receives a customary 60 to 120 day option and even an equity in the package. Should the original agency deal fall through, the network still has refusal rights on any subsequent sponsor prospect and, in many cases, requests that the packager forfeit all sales efforts during the option time. Aggressive packagers try to insert a contract clause entitling them to a kinescope print at the end of the option period, since it is always a problem for them to borrow the original from the network.

Network selling practices have leaned strongly toward the full sponsorship approach in contrast to the participation efforts of local stations. Co-op selling, long the most lucrative aspect of radio selling and the backbone of Mutual, has only been used on a few occasions by network TV. Both ABC and NBC have tried it with varying success - in particular "Who Said That", "Leave It To The Girls", "Crusade In Europe", "Answer Yes Or No"....among others. Although more lucrative if sold out on a co-op basis on the various stations, programs cause fewer production and billing difficulties when sold on a network basis, and the future will see few if any co-ops in A Time at any rate.

As for participations, NBC-TV's "Saturday Night Revue" broke the ice for this type of selling, but wound up by reverting to full half hour sponsorship, when not enough sponsors felt they would receive sufficient identification from their participating spots. This sales method does serve to broaden the base of advertisers which it brings in to the medium, however, and it has given promise of a daytime pay-off.

THE KINESCOPE PROBLEM

By whatever name you call it, the video recording is of inestimable help in selling a package. The networks use it extensively. Packagers face the problem of its costliness if done privately or its inaccessibility when sought from the networks. In New York, besides servicing WPIX and WOR-TV, Paramount's kinescope facilities have been doing about 90% of the independents' work.....News of an alternative was recently made when a group of experienced directors and technicians took over some experimental studios in New York's suburbs and announced that it could furnish one print of a half hour program, complete with rehearsal and camera direction at $400 per half hour or $275 per fifteen minutes. The initial announcement brought a flock of inquiries, but the effectiveness of the CinesCo system can only be measured upon completion of its first work this month.

THE LOCAL STATION STORY -- PACKAGERS & STATION REPS

Out of New York, packagers and stations are reliving the network experiences of a year or two ago. Limited staffs at the stations give an opening for local independent packagers, who put their shows on at no profit in order to build up credits. Already they are beginning to be shut out of the picture, however, as more and more time is filled by network programming or national and regional spot programming. Even in Chicago, packagers of shows being fed to the network work at lower levels than strictly local programmers in New York. And yet for the major packager the out of town stations, through their National Sales Representatives (Station Reps) who are primarily concerned with selling local station time and developing programming that will interest national advertisers, may well turn out to be a prime sales target.

An active competition with the networks has been announced by three prominent Reps - The Katz Agency, Blair TV and Free & Peters - who plan to act as sales agents for packages of their choice. Thier first venture - OK'd by the National Association of Radio & TV Station Representatives - has been to take on a Sherman Dryer film serial, "Sherlock Holmes" now being made in England. The group has enlisted the aid of the William Morris agency in selling this package to stations other than the ones they represent, and, depending upon the success of this first venture, they will continue such programming activities designed to interest advertisers in buying local station time, and thereby increasing local station revenues, since local stations benefit by more than a 2 to 1 ratio when they sell a local program rather than taking a network commercial show.

FILM PACKAGING

Lifeblood of the Local Stations -- It is just Coming into its Own

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This year's crop of film packagers is more enlightened than earlier ones. After a year or two of studying rate cards, pupolation figures, numbers of sets in a market and the broadcaster-advertiser relationship, the former 16mm distributors and the newer holders of TV rights to film are no longer basing their operation on unit sales to stations. They've found the key to realizing a sponsored commercial price -- they're cutting down their features to a streamlined 26½ minutes, making up a new sound track, and offering them in units of 13, 26, 39, 52 or the like.

Today, by virtue of making bulk package deals, distributors can sell all the film they can get. Bulk sales increased bookings for one firm by 500%. The reasons for popularity of film are obvious, but can stand setting forth:

1. Local stations need programs for local sale. They can either sell a whole film program to the national, regional or local spot advertiser, or they can sell as many as 6 spots in each half hour of time. Because they realize the full amount on their own sales, and because the price of film is comparatively cheaper than live productions, the stations make more money, sell more time.

2. Public resistance to film on TV is being dissipated. Every local market has its top rated film program. WPTZ Philadelphia's "Hollywood Playhouse" series, for one, is typical of the 20-plus ratings being chalked up. On the basis of his Philadelphia Story, Elliot Hyman of Associated Artists has been able to sell this series in 39 markets.....film deals of major importance are also being recorded by Official Films, whose series of Soundies now under the title of "Music Hall Varieties" has been bought by the 3 NBC-TV owned and operated stations in Chicago, Washington & Cleveland, as well as to KRON-TV San Francisco, KTTV in L.A., WJAR-TV Providence and WCBS-TV New York. Official is asking anywhere from $30-100,000 for this package of 1040 3-minute units - each on its own reel in its own can, thereby enabling all sorts of program combinations to be sold to advertisers en toto or for participations.

Naturally, competition in this field is on the upgrade, with a general prediction that heavy financing will be necessary to buy new product if firms are to survive. Already, there has been a mass exploration of European properties, with some major J.Arthur Rank product and others from the continent having been tied up. Ed Woodruff of Cinetel, Jacques Kopfstein of Atlantic, Aaron Katz of Official, and Harry Post of Post Productions are among those who have made personal visits abroad.

Bulk booking is smart booking for the film packager. It cuts down his print costs since he can plan ahead and operate with less prints than on a per unit basis. Also, with smart handling, he can resell the same market 90 to 120 days after the initial showing....at an advanced price, because of the steady increase in receivers. Dramatic illustration of this is the number 2 rating for "Hopalong Cassidy" on its fourth replay in the Los Angeles market. Even within 90 days, many distributors are finding a market for their product, at the same price as before or 10% off.

OF COURSE, THE SHADOW OF HOLLYWOOD is everpresent in the whole programming picture. And, although the major studios continue to cloak most of their efforts with mystery such developments as the new Gene Autry series for TV - in the face of violent objection by theater owners - is an indication that coming events pass their shadows before them. United Artists is already distributing several series of programs through its TV subsidiary; U-I's United World is doing likewise; Columbia has its Screen Gems making commercials; 20th Century-Fox is setting up a theater television chain.

Just how much Hollywood will have to do with programming - whether through Phonevision or just through its control of talent and huge financing - is difficult to predict. Forecasts as to the amount of film that will be used in future program schedules have it at anywhere between 25 & 75%. All questioned affirm that it will be physically impossible after the thaw on station allocations to maintain a full program schedule without a heavy injection of film. Many top programmers feel that regardless of whether or not it be major studio product most dramatic programs of the $10,000 and up class will be on film - even though comedy and variety and other personalized programs will be done live.

These predictions have already been borne out to a great extent...as evidenced by the Apex Films-General Mills deal for 52 Lone Ranger films at approximately $12,500 per.....and by Procter & Gamble's continuance of its "Fireside Theater" contract with Bing Crosby Productions for more half hour films at about $12,000 per. Although International Silver's "Silver Theater" may not be renewed in the Fall, its last cycle on film by Jerry Fairbanks proved that filming does not have to be costly. The Fairbanks multicam method closely approximates television production and gives the producer and the advertiser numerous benefits, nicely recapitulated by Official's Bill Black below. The use of movie cameras according to television techniques is being rapidly developed by other firms as well, with TV Features having recently unveiled its new Vidicam system in New York.

THE FILM FOR TV PITCH -- 1. Quality - motion pictures are bigger, better, perfected
2. Economy - shoot several at one time & save
3. Income - through multiple market playing, re-use
4. Property - more valuable, tangible asset on film
5. Facilities - station requirements at a minimum
6. Audition - available at will
7. Pin-point - specific campaigns at specific times...repetion in a uniform presentation.
8. Preferable - preferred by viewer to kinescope

THE OUTLOOK FOR PACAKAGING

It would appear, upon rereading of these pages, that the network attempts to control packaging - although temporarily (and logically) successful - will not prevail.....since the rigors of scheduling take too heavy a toll on executives and creative and production talent.....since Ad Agencies have indicated that they want at least enough control over the program to be able to move it.....since the great expansion of stations to come will offer a tremendous market for both film and live syndicated shows.....since the success of "movie nights" both in California and NYC indicate some Hollywood attempt at this approach.

At the same time, the agencies have indicated that they neither can afford to produce nor desire the headaches (all but a few top ones, that is) and that they are willing to let a program packager assume the responsibility for a good or bad show. Therefore, the packager with experience, creativity, sound management, good salesmanship and good properties should be able to combine his ideas and energies with the technical proficiency of the networks to make for a successful operation. The packager who thoroughly comprehends his responsibilities and who gears himself accordingly is justified in making the heavy financial investment required for ultimate returns.

The shadow of war is in itself a challenge to programmers in general. TV coverage of the UN & filmed interviews of G.I.'s as done by KTTV are only beginnings.

The following listings--including prices--were furnished by the independent producers indicated. All are ROSS REPORTS subscribers, and this is a service to them.

ALADDIN PRODUCTIONS - Milton Rubin
1270 Sixth Avenue CI 6-3358
Jewels Of Adventure - 30 minutes, once weekly; dramatic show based on the stories behind the rare jewels in the famous collection of archaeologist, Paul Ilton; price range - $7500.

ATLANTIC TELEVISION CORP
130 West 46th St LU 2-1287
Jacques Kopfstein
Dr. Christian - series of 6 feature films of 1939-41; features Jean Hersholt; offered as a series to stations or advertisers; price range depends on market involved.

Football Classics - ½ hour film of Orange Bowl games of 1948-49, 49-50, with others to follow; offered to stations at price range depending on market involved.

Spot Musicals - 3 to 4 minute films offered in sets of 10 on yearly basis; choice of 65 ranges from popular to foreign to hillbilly.

Feature films offered for Fall cycle include "Cheers For Miss Bishop", "Little Men", "Swiss Family Robinson" and many others.

MILTON H. BLACKSTONE TV ATTRACTIONS
1697 Broadway JU 6-2756
Milton Blackstone
Sepia - ½ hour all colored musical featuring the story of the Negro people set to music; director-writer - Gene Starbecker; acclaimed by Variety "Show Management Highlights", after successful run on WAVE-TV, WFBM-TV & KGO-TV, now offered to networks.

Smoky's Corral - features Joe Phillips & Smoky, The Wonder Horse,as either a lead-in to western films or an animal talent show.

CINETEL CORPORATION - E.T. Woodruff
119 West 57th St JU 2-4813
Pathe Pictorial With Hy Gardner -

CINETEL (Continued)
12½ minute films edited from weekly Pathe Pictorial.....with Hy Gardner as commentator of odd, human interest stories from all over the world. Continuity of programs is assured for years because of huge backlog plus new weekly issues.

Catalog of feature and western films available to stations & advertisers.

COLONY PRODUCTIONS - Jim Lister
117 West 75th St TR 4-1754
Zasu Pitts Show - ½ hour weekly comedy series starring Zasu Pitts; writer - George Batson.

EHRLICH-O'MALLEY - Arthur Ehrlich
551 Fifth Avenue MU 7-5224
Turnabout - ½ hour weekly; features celebrities who reveal and demonstrate their secret talents; with MC Robert Sylvester, author, drama critic & night club editor of the New York "Daily News" price range - $8500.

The Sheik - ½ hour weekly situation comedy set in mythical "Sheikdom"; with Billy Gilbert as the Sheik, Boyd Raeburn Orchestra & variety acts; price range - $6000.

Budget Vacations - 15 minutes or 30 minutes weekly; leading travel editors & travel authorities illustrate & help plan low-budget vacations for families; price range - $460, 15 minutes; $575, 30 minutes.

BARRY ELLIOTT
516 Fifth Avenue MU 2-3383
The Adventures Of Lucky - 15 minutes 3 or 5 times weekly; dramatic serial on film dealing with exploits of collie Lucky and his young master; price range $1500 network price.

Charade Review - ½ hour weekly; charade quiz with celebrity panel; revised & expanded format of "Charade Quiz," on DuMont over 1½ years; price range-moderate

(more)

BARRY ELLIOT (Continued)

Prize Package - ½ hour weekly; features MC Ray Morgan in an audience participation quiz with $1000 in prizes & charade type questions; price range - $1000.

JERRY FAIRBANKS - Russ Johnston
157 East 69th St TR 9-3352
Producing programs of all lengths and types for packagers, agents, etc, both in Hollywood & New York at a price range of from $1000 to $10,000.

WILL GLASS
501 Madison Avenue MU 8-2757
The Original Animal Hour - ½ hour weekly; with MC Milo Boulton & 3 animal acts competing before a panel of children; writers - Gene Schneider, Dick Linke.

LEW & LESLIE GRADE LTD, INC Nat Debin
250 West 57th St JU 6-4190
Babies - ½ hour weekly; featuring Dr. Herman N. Bundesen & Quinn Ryan & the the antics, laughs and troubles of babies; on film; price range - $2500.

Katherine Littlefield's Ice Show - ½ hour weekly; ice revue on portable ice tank with Katherine Littlefield, all star skating cast and non-skating guest MC; price range - $6500.

WEST HOOKER PRODUCTIONS CORP - West Hooker
2 West 46th St JU 2-3026
Say It With Acting - ½ hour weekly; Broadway teams compete in charade contest; winning team stays on until defeated; MC Ben Grauer; now on WNBT, 6:30-7pm Sundays; April NY Hooper - 23.0; price range - $2500.

Answer Yes Or No - ½ hour weekly; celebrity guests answer delicate dilemmas & defend their answers to a celebrity panel.....on NBC-TV, 10:30-11pm Sundays; latest NY Hooper - 17.6; price range - $3000.

Hold That Camera - ½ hour weekly; kinescope available; price range - $3500.

Packagers have been limited - for reasons of space - to 3 programs each.

ROGER KAY ENTERPRISES, INC - Roger Kay
666 Fifth Avenue MU 8-2164
Portrait Of A Woman - ½ hour dramatic series starring noted actress & current best selling authoress Ruth Chatterton portraying a woman's gallant fight against loneliness; price range - $7750 net.

The Cheater - ½ hour dramatic series featuring a major star in glamorous stories of atmosphere and intrigue; price range - $8750 net.

MAYO VIDEO - Waldo Mayo
400 Madison Avenue MU 8-2335
Know Yourself - 15 minutes weekly; Victoria Guest analyzes celebrities' personality through their handwriting; free analysis to viewers; was on WOR AM for 7 months, sponsored by Waterman Fountain Pens; price range - $1250.

Cover Girl - ½ hour weekly dramatic program revealing incidents in the lives of famous cover girls; price range - $4500-7000.

Film novelties available from 1 to 12½ minutes in length; subjects include oriental dancers, artic subjects, circus acts, trained dogs, sport subjects, sailing adventures, bull fights, Paris ballerinas, symphonic music, famous artists; details & prices on request.

POPULAR TV PROGRAMS - Leonard Jacobson
250 West 57th St PL 7 -3396
Here's Heidy - ¼ or ½ hour, 1 to 5 time a week; original children's stories enacted by Heidy Meyer with audience participation; writers - Heidy Meyer & Alfred D. Geto; was on WOR-AM; numerous concert engagements; price range - $250 per show; $750 per week.

Country Store - ½ hour weekly situation comedy series with country dances and games; with Zeb Carver, Piute Pete & others; writer - Alfred D. Geto; price range - $1500.

The Magic Party - ¼ hour weekly; magic, ventriloquism & children from the audience; MC Toby Deane, name magician and others; price range - $500.

POST PICTURES CORP - Alan I. Post
115 West 45th St LU 2-4870
Scattergood Baines - 6 feature films, 68 minutes in length, starring Guy Kibbee as Scattergood Baines; series includes a comedy, a mystery, a musical, a romance, etc; has been serialized; price range depends on market involved.

Other features available in catalog.

RADIO FEATURES OF AMERICA - Oliver W. Nicoll
37 West 46th St LU 2 -5130
Mr. Sunshine Himself - ½ hour weekly situation comedy with name star playing a friendly, helpful Italian-American barber shop owner in Video City, the crossroads where people of all types meet; budget - high.

Quicktrix Of Fashion - 15 minutes weekly; women's show giving practical ideas and tricks with accessories to achieve endless wardrobe variations at little cost; budget - low.

ROBERTS & CARR Stanley Halperin
48 West 48th St PL 7-5625
Imagination - ½ hour weekly science-fiction series written by well-known science-fiction writer Rog Phillips; price range - $4500.

Night-Cap - 1 hour, 5 times weekly; features Peter Donald; presentation available; price range - $9200 per week.

Fountain Frolics - ½ hour weekly; intimate, variety revue with Johnnie Johnston & Jack Gilford aimed at teen-agers; writer - Eddie Davis; musical supervisor - Allen Roth; price range - $4250.

MARTIN STONE ASSOCIATES - Jerry Coopersmith
4 West 58th St MU 8-0585
Counsellor-At-Law - ½ hour weekly dramatic series written by Elmer Rice; with name lead.

Mystery Prince - 15 minute children's science-fiction adventure series available either once weekly or 5 times weekly; originals for TV written by Ted Sturgeon, outstanding science-fiction author.

MARTIN STONE (Continued)
Author Meets The Critics - ½ hour weekly debate on the merits of a literary work; moderator John K.M. McCaffery & guest panel.....on TV since July 1947

JOSEPH I. SONNENREICH
143 West 103rd St MO 3-7138
Joseph I. Sonnenreich
Dad Gets The Dinner - ½ hour weekly situation comedy cooking show with Guy Kibbee & Ann Minot; writer - Edward Barry Roberts; price range - $4000.

Flight Arrivals - 15 minutes, 2 or 3 times weekly; interview of flight arrivals by former airline stewardess Gladys Gale; writer - Nat Eisenberg; price range - $900, 3 times weekly.

Show Business Is No Business - ½ hour weekly variety revue with situation comedy as background; features Rolly Beck, Wanda Allison, Betsy Holland, Abe Karp, Rhoda Mann, Dick Miles, John Rothschild; price range - $2500.

TELEPAK - Robert Longenecker
201 N. Carmelina Ave, Hollywood
AR 3-6076
The Professional Hour - 1 hour weekly variety show originating in Hollywood; with MC Pat O'Brien & top variety acts interviews; picture puzzle contest & jack-pot for viewers; 20 page brochure available; price range - $10,000; full network.

Yankee Spy - ½ hour weekly historical adventure series on film with name cas written & directed by William Cameron Menzies; film sketches & recording available; price range - $15,000.

Premier Playhouse - ½ hour weekly dramatic series available either live or on film; original dramatic & comedy scripts originally purchased by agencies & studios for motion picture and radio use and not produced; name casts price range - $10,000 on film; $7500 live.

TELENEWS PRODUCTIONS INC
630 Ninth Avenue JU 6-2450
Charles N. Burris

The Telenews Daily - 10-minute daily syndicated newsreel with script, national & international news coverage; on the air in 42 cities; price range depends on market involved.

The Telenews Weekly - 20-minute review of the week's news; completely scored with narration, music, sound effects, etc.; syndicated to 23 markets; price range depends on market involved.

This Week In Sports - 15-minute weekly review of the sports news of the week; completely scored with narration, music, sound effects, etc.; syndicated to 24 markets; price range depends on market involved.

TV-PROGRAMS, INC - Edward Roberts
350 Fifth Avenue CH 4-1374

Adventures Of Michael Shayne - ½ hour weekly detective series based on the adventures of Michael Shayne; with either Lee Tracy or Victor Jory in the title role; detective has been in 15 novels, 12 Columbia pictures and on radio.

Uncle Lou's Place - 15 minutes 1 or 3 times weekly; musical serial dealing with a Kansas school teacher who inherits a New York night club; features Kitty Kallen; writer - Searle Kramer.

Gypsy Markoff Show - ½ hour weekly; gypsy program with Gypsy Markoff & dancers & gypsy violinist Nicholas Matte; features authentic gypsy songs, dances & folk lore; price range - $2500.

UNITED ARTISTS TV - J.H. Mitchell
729 Seventh Avenue CI 5-6000

Women In The News - 15-minute weekly round-up of stories concerning women in all fields with MC Adelaide Hawley; on commercially in 26 markets.

John Kieran's Kaleidoscope - 15 minutes weekly; features John Kieran in a 52 week educational series; on commercially in 19 markets.

UNITED ARTISTS (Continued)

Unk & Andy - 15 minutes weekly; children's drawing program featuring Jack Kenaston; on commercially in 15 markets.

VIDEO INTERNATIONAL - Terry Galanoy
624 Madison Avenue MU 8-1658

Nickelodian Playhouse - 15-minute weekly series of silent films with comic MC doing commentary; over 200 shows available including films by Mabel Norman, Buster Keaton, Charlie Chapli Rudolph Valentino & others; Producer J.H. Lloyd; budget - low.

3 Yanks Abroad - ½ hour or 1 hour weekly series filmed in Europe; dramatize adventures of 3 ex-G.I.'s studying in Paris & traveling in Europe; producer Terry Galanoy; audition available in September; budget - low.

Angel's Paradise - ½ hour weekly; musical series using un-produced original Broadway shows by leading theatrical composers & writers; name cast series includes revues, musical comedies & operettas; 3 shows ready; procers - J.H. Lloyd & Terry Galanoy; budget - low.

BERNARD G. WILENS & ASSOCIATES
220 East 46th St MU 7-8822
Bernard G. Wilens

Capitol Cooking - ½ hour weekly cooking program; remote from foreign embassy kitchens in Washington with embassy chef preparing native dish & M Anne Denton Blair interviewing ambassador's wife; price range - $2500 pl remote charges of from $1000 to $180 per program depending on network.

Tell Me A Story - 15 minutes 2 or 3 times weekly; soprano Ruby Mercer narrates & sings original fairy tale adaptations & helps 6 children from the studio audience improvise one; music - Stanley Bate; price range - $1916,2 times weekly; $2512,3 times weekly;

Music For Everyman - 30-minute weekl musical show featuring music from different UN countries; musical directo Leonard Bernstein.

WOLF ASSOCIATES - Ed Wolf
420 Madison Avenue PL 5-7620

The Witch's Tale - ½ hour weekly television version of Alonzo Dean Cole's tales of the supernatural; was on radio for 9 years.

The Better Half - ½ hour weekly television version of radio series that pits husband against wife in competition for prizes and honor of being the "better half."

The O'Neills - ½ hour weekly family comedy formerly on DuMont; also on radio as a 15-minute daytime show.

JACK PARTINGTON PRODUCTIONS
1501 Broadway LO 3-0029

Here's To Fun! - ½ hour weekly musical comedy serieswith original music, featuring Hy Anzel, Wilton Clary, Mary O'Fallon, Serena Hall, and others. Filmed sample avai

WORLD VIDEO, INC. - Richard H. Gordon
15 East 47 Street Pl 9-3870

On Stage Everybody! - ½ hour weekly; with Eddie Dowling directing a backstage rehearsal scene from a famous play, followed by a straight dramatic presentation of a different scene fro that play.

Treasure Hunt - ½ hour or hour variet audience participation show, featurin studio, talent and viewer treasure hunts interpolated with variety acts.

Chief Red Robin - 5 times weekly kid show dramatizing Indian lore and instruction with real Indians.

The following availables were supplied by the networks. Those programs now on the air are marked by an asterisk (*). Programs that were on at the end of the last program cycle and are scheduled for return are similarly indicated.

NETWORK AVAILABLES

AMERICAN BROADCASTING COMPANY

DRAMATIC PROGRAMS

I Was A Juror - ½ hour dramatic series with courtroom setting; kinescope available; price - $5250 net.

Mysteries of Chinatown* - ½ hour weekly; stories of San Francisco's Chinatown; on film; kine at KECA-TV Hollywood; price - $2700 net.

My True Story* - ½ hour weekly; TV version of AM dramatic fiction series; price - $5500 net.

Penthouse Players - ½ hour weekly; on film; kine at KECA-TV Hollywood; dramatic originals & adaptations; price-$2000 net.

Hollywood Premier Theater - such stars as Billie Burke, Hugh Herbert, Victor Jory, Gil Lamb, in different ½ hour shows; on film; kine at KECA-TV Hollywood; price - $4580 net.

SITUATION COMEDY

Blondie - ½ hour family comedy series filmed by Jerry Fairbanks, Hollywood, & dealing with the comic strip characters; price - $1250 net.

In The Doghouse - ½ hour weekly; TV version of "Behind The 8-Ball" motion picture shorts; with George O'Hanlon; kinescope available; price - $7000 net

Mama Rosa* - ½ hour weekly; theatrical boarding house setting; with Ann Demet rio; on film; kine at KECA-TV Hollywood; price - $3750 net.

The Ruggles* - ½ hour weekly; with Charles Ruggles, Irene Tedrow: price - $3250 net; on film; kine at KECA-TV Hollywood; $5500 net, live from WJZ-T New York.

MUSICAL PROGRAMS

ABC Barn Dance - weekly; features square dances, songs,etc;price - $185

AMERICAN BROADCASTING COMPANY (Continued)

MUSICAL PROGRAMS (Continued)

Barbary Coast - ½ hour weekly; on film; kine at KECA-TV Hollywood; features name singer; price - $5000 net.

In The Morgan Manor* - ½ hour weekly; on film; kine at KECA-TV Hollywood; musical variety show with MC Russ Morgan & guests; price - $3750 net.

Tin Pan Alley TV* - 30-minute weekly show honoring top song writers with singers Johnny Desmond, Gloria Van, Rex Maupin's Orchestra & others; price - $8000 net.

TALENT PROGRAMS

Whiteman's TV Teen Club* - 1 hour weekly from WFIL-TV Philadelphia; teen-age amateur talent with MC Paul Whiteman; first ½ hour sold; price - $4000 gross for 2nd ½ hour.

AUDIENCE PARTICIPATION

A Couple Of Joes*- ½hour weekly viewer participation variety show with MC Allyn Edwards, Morgan, the basset hound & others; price - $1600 net.

PANEL QUIZ PROGRAMS

Think Fast* - ½ hour weekly; Dr. Mason Gross & panel of 5 challenge each other with quiz questions; price - $1520 net.

FORUM

Author Meets The Critics* - ½ hour weekly debate on the merits of a literary work with moderator John K.M. McCaffery; price - $2290 net.

On Trial*- ½ hour weekly; 2 lawyers & 2 witnesses debate topics of current interest; price - $1500 net.

EXPOSITION PROGRAMS

Sunday At The Zoo* - ½ hour weekly; remote from Bronx Zoo; price - $3470 net.

EOW TO DO PROGRAMS

Dr. Fix-Um* - 15 minutes weekly; household hints with Art Youngquist & Wayne Griffin; from WENR-TV Chicago; price - $635 net.

CHILDREN'S PROGRAMS

Buck Rogers* - ½ hour weekly live dramatized series based on the stories of the interplanetary adventurer; price - $5250 net.

Cartoon Tele-Tales* - ½ hour weekly; Chuck Luchsinger draws cartoons & Jack Luchsinger narrates a story; price - $1240 net.

Corrigan's Ranch* - ½ hour weekly western variety show with Ray "Crash" Corrigan; on film; kine at KECA-TV Hollywood; price - $3200 net.

Ranger Ranch Roundup - ½ hour weekly western adventure series; on film;kine at KECA-TV Hollywood; price-$3525 net.

Marshall Of Gunsight Pass* - ½ hour weekly western adventure series; on film; kine at KECA-TV Hollywood; price-$3500 net.

Sandy Dreams - ½ hour weekly musical fantasy; on film; kine at KECA-TV Hollywood; price - $5500 net.

Soap Box Theater* - ½ hour weekly variety show with child talent; on film; kine at KECA-TV Hollywood; price - $3500 net.

Space Patrol - 15-minute daily children's science fiction series; on film; kine at KECA-TV Hollywood; price - $5500 for 5 quarter hours per week.

COLUMBIA BROADCASTING SYSTEM

DRAMATIC PROGRAMS

Detective's Wife* - ½ hour weekly;comedy-mystery series with Lynn Bari & Donald Curtis; price - $10,800 gross.

Escape - ½ hour weekly; stories of escape from reality through fantasy or adventure; price - $6800 gross.

Stage 13* - ½ hour weekly; dramatic mystery series; price - $8060 gross.

Starlight Theater* - ½ hour weekly dramatization of stories of romance; price - $8135 gross.

COLUMBIA BROADCASTING SYSTEM

DRAMATIC PROGRAMS (Continued)

Sure As Fate* - 1 hour weekly; mystery drama of individuals trapped physically or psychologically; price-$16,400 gross

The Play's The Thing* - dramatic originals & adaptations with top professionals;prices(gross)-$9800 for ½ hour; $15,538 for 1 hour; if "Actor's Studio" title is used, add $350 for ½ hour or $650 for 1 hour.

COMEDY-VARIETY PROGRAMS

Ben Blue Show - ½ hour weekly variety show with comic Ben Blue, singer, dancers & a 12 piece orchestra; New York or Hollywood origination; price - $15,000 gross.

Bert Lahr Show - ½ hour weekly; variety show with MC Bert Lahr, Harry Sosnik's orchestra & guests; price - $17,260 gross.

Frank Sinatra Show - lavish variety show with Frank Sinatra, name guests & large orchestra;price to be set.

Garry Moore Show* - ½ hour daily; informal variety show with MC Garry Moore; price - $8425 15 minutes 5 times weekly; $1685 for 15 minutes once weekly; $16,250 for ½ hour 5 times weekly; $3250 for ½ hour once weekly; all gross.

Stork Club* - 15 minutes 3 time weekly; with MC's Peter Lind Hayes & Mary Healy, Sherman Billingsley & celebrity guests; price - $13,750 gross 3 times weekly.

MUSICAL PROGRAMS

Opera Television Theater* - 1 hour adaptations of opera classics with leading singers; price - $30,000 gross.

Three's Company* - 15 minutes; with singer Judy Lynn & duo-pianists Cy Walter & Stan Freeman; price - $1400 gross.

TALENT PROGRAMS

By Popular Demand* - ½ hour weekly talent show with MC Robert Alda; price - $11,000 gross.

Prize Performance* - ½ hour weekly;Cedric Adams MC in professional childrens' talent show; price - $9450 gross.

AUDIENCE PARTICIPATION

Beat The Clock* - contestants compete against clock in performance type questions; co-op until Oct.7; price - $5025 gross; ½ hour weekly.

Sing It Again* - 1 hour weekly;simulcast; with Dan Seymour MC, singers Ala Dale, Eugenie Baird & others; ¼ hour available; price - $4900(includes theater).

Winner Take All* - ½ hour weekly; MC Bud Collyer; price - $4550 gross.

PANEL QUIZ PROGRAMS

We Take Your Word* - ½ hour weekly word quiz with MC John Daly, panelist Abe Burrows, Lyman Bryson & guest; price - $4250 gross.

DAYTIME & WOMEN'S PROGRAMS

Garry Moore Show - ½ hour daily; same format as evening show; prices (gross) $7675 for 15 minutes 5 times weekly; $1535 for 15 minutes once weekly; $14,750 for ½ hour f times weekly; $2950 for ½ hour once weekly.

Look Your Best - MC Dick Willis tells participants how best to dress, use make-up, etc; prices (gross) - $2750 for 15 minutes 5 times weekly; $575 for 15 minutes once weekly; $4785 for for ½ hour 5 times weekly; $975 for ½ hour once weekly.

INTERVIEW PROGRAMS

Capitol Cloakroom* - ½ hour weekly interviews of members of Congress by 3 CBS newsman; price - $1975 gross.

In The First Person* - 15-minute weekly interview by Quincy Howe of notable guest; price - $675 gross.

NEWS PROGRAMS

Week In Review* - 15 minutes weekly; news highlights of the week with Don Hollenbeck; price - $650 gross.

SPORTS PROGRAMS

Before The Kickoff - 15 minutes weekly preceds CBS Football; Curt Gowdy previews the day's top games; price - $587.50 gross.

COLUMBIA BROADCASTING SYSTEM (Cont)

SPORTS PROGRAMS (Continued)

Football Film Program - ½ hour film review of preceding Saturday s leading games, with live interviews & commentary by Red Barber; price - $3275 gross.

Football Wrapup - 15 minutes following CBS Football; Curt Gowdy reviews the leading games; price - $587.50 gross.

CHILDREN'S PROGRAMS

Big Top* - full-scale circus from Convention Hall, Camden, with Jack Sterling as ring-master; price - $8800 gross for 1 hour; approx $5000 gross for ½ hour.

Lucky Pup* - 15 minutes daily; the adventures of Lucky Pup, Foodini & other Hope & Morey Bunin puppets; price -$895 for 1 time weekly; $585 for 15 minute film recap of week; $950 for ½ hour film recap of week; all prices gross.

Snarky Parker* - 15-minutes daily; adventures of the Baird Marionettes; price - $1010 gross for 1 time weekly.

FILMS

Strange Adventure - 52 fifteen minute dramatic films available for syndication; were on NBC's "Fireside Theater" price depends on market involved.

Hollywood On The Line - 13 quarter hour simulated interviews with Hollywood stars; star is on film, local interviewer is live; available for syndication; price depends on market.

Vienna Philharmonic Orchestra - 13 15-minute filmed concerts of popular classics available for syndication; price depends on market involved.

NOTE - If CBS program originates from a theater, the following charges apply: $450 gross for network program; $250 gross for local program.

DUMONT TELEVISION NETWORK

DRAMATIC PROGRAMS

Rocky King, Inside Detective* - ½ hour weekly comedy-mystery series featuring Roscoe Karns; price - $4320 net.

DUMONT (Continued)

MUSICAL PROGRAMS

Al Morgan Show* - ½ hour weekly; pianist Al Morgan & Trio play request numbers; from WGN-TV Chicago; price - $600 net for WABD only.

Vincent Lopez Show* - 15 minutes; Lopez & Ray Barr play twin pianos, play tunes based on viewers' names; price - $240 net per program.

INTERVIEW PROGRAMS

Manhattan Spotlight* - 15 minutes daily; Chuck Tranum interviews personalities; price - $375 net per program.

EXPOSITION PROGRAMS

Time For Reflection* - 10 minutes; poems & anecdotes narrated by David Ross on Sundays, Gordon Holliday on week-days; price -$150 net per program

DAYTIME & WOMEN'S PROGRAMS

Kitchen Fare* - ½ hour daily; cooking hints & demonstrations by Susan Adams; price - $200 net per program.

NEWS PROGRAMS

Camera Headlines* - daily; 15 minutes early morning & 5 minutes in afternoon Don Russell & Gordon Urquhart narrate the news; price - $80 net per early morning program, local only; $150 net per afternoon program local only.

Headline Clues* - ½ hour daily; George Putnam gives the news with viewers participating in telephone giveaway; price - $450 net per program.

Herald Tribune News* - 5 minutes before closing twice weekly; Robert Pfeiffer reports over still pictures; price - $100 net per program local only

CHILDREN'S PROGRAMS

Captain Video* - ½ hour 6 days weekly; juvenile adventure series with Richard Coogan, Don Hastings & others; price - $900 net per program.

Magic Cottage* - ½ hour daily; Pat Meikle tells & illustrates fairy tales with prizes for studio & home contestants; price - $459 net per program.

NATIONAL BROADCASTING COMPANY

DRAMATIC PROGRAMS

Cads & Scoundrels - ½ hour weekly; author Michael Arlen narrates dramatized stories of love & romance; price - $9470 gross.

Cameo Theater* - ½ hour weekly; dramatic originals & adaptations; price - $5900 gross; $4000 gross - special price for limited summer sale

Magic Slate* - ½ hour; adaptations of well known stories; price - to be set.

Mr. Omm - ½ hour weekly; dramatic vignettes tied together by Charles Korvin as Mr. Omm; price - $9000 gross.

The Women - ½ hour weekly series based on the Clare Booth Luce play; price - approx $10,000 gross.

SITUATION COMEDY PROGRAMS

Hawkins Falls* - 1 hour weekly situation comedy based on small town life; price- $12,250 gross;from Chicago.

Menasha The Magnificent* - ½ hour weekly; features Menasha Skulnik; price - $8475 gross; $5600 gross - special price for limited summer sale.

Studs' Place* - ½ hour weekly; set in basement restaurant; features Studs Terkel & others; price - $2750 gross; $1800 gross - special price for limited summer sale; Chicago origination.

COMEDY-VARIETY PROGRAMS

Pantomime Theater - ½ hour weekly; features Jimmy Savo; price-app $10,500.

Winchell & Mahoney - ½ hour weekly variety show featuring Paul Winchell & Jerry Mahoney; price - to be set.

MUSICAL PROGRAMS

Downbeat - ½ hour weekly musical show with name cast; price- app $9500 gross.

TALENT PROGRAMS

Lights, Camera, Action* - ½ hour weekly; on film; kine at KTTV Hollywood; variety talent contest with MC Walter Wolfe King; price - $1515 gross for the summer only & minus the Los Angeles market.

TALENT PROGRAMS (Continued)

The Great Talent Hunt - ½ hour weekly features Henry Morgan & Arnold Stang in a talent contest format; price - $9715 gross.

INTERVIEW PROGRAMS

Wendy Barrie Show* - 15 minutes; 3 times weekly; Wendy Barrie interviews celebrities; price - $2000 gross for 1 time; $1378 gross for 1 time - special price for limited summer sale

EXPOSITION PROGRAMS

Nature Of Things* - 15 minutes weekly from WPTZ Philadelphia; Dr. Roy K. Marshall in practical demonstrations of science; price - $1175 gross.

Zoo Parade* - ½ hour weekly; remote from Lincoln Park Zoo, Chicago; with zoo director Marlin Perkins; price - $5500 gross.

AUDIENCE-PARTICIPATION

Detect & Collect - ½ hour weekly; MC Johnny Morgan in an audience-participation quiz; price - $7625 gross.

So You Want To Lead A Band* - ½ hour weekly; Sammy Kaye & his orchestra with contestants leading the band for prizes; price - $9330 gross; $8259 gross - special price for limited summer sale.

PANEL QUIZ PROGRAMS

Life Begins At 80* - ½ hour weekly; 5 panelists,all over 80, discuss every day problems sent in by viewers;price $3265 gross; $2500 gross - special price for limited summer sale.

Who Said That* - ½ hour weekly;panelists identify quotes; with MC Robert Trout, John Cameron Swayze & guests; co-op; NY price - $750 gross plus ti

FORUM

American Forum Of The Air* - ½ hour weekly; discussion of significant issues by public figures; Theodore Granik, moderator; price - $2700 gross.

NATIONAL BROADCASTING COMPANY (Cont)

FORUMS (Continued)

Meet The Press* - ½ hour weekly; 4 guest newsmen in a press conference with prominent guest; Martha Rountree, moderator;co-op; NY price - $850 gross plus time.

Today With Mrs. Roosevelt* - ½ hour weekly discussion of public issues by Mrs. Roosevelt & guest notables;price-$6000 gross.

DAYTIME & WOMEN'S PROGRAMS

Kate Smith Show - 1 hour daily; Kate Smith sings & chats with Ted Collins & guests; price - $2825 per 15 minutes 1 or 2 times weekly; $2600 per 15 minutes 3 to 5 times weekly; $5425 per ½ hour; $5200 per ½ hour 2 times weekly; all prices gross.

CHILDREN'S PROGRAMS

The Wonderful Land Of Oz - ½ hour weekly; Burr Tillstrom & his puppets in series based on the "Oz" books; price - $6000 net.

WOR-TV

COMEDY-VARIETY PROGRAMS

Bowery Music Hall* - 1 hour weekly; variety show with Gay Nineties format; MC Joe Martin; price - $3000 gross including time.

MUSICAL PROGRAMS

Al Siegel's Music Shop* - ½ hour weekly; features pianist Al Siegel & others; price - $1750 gross inc. time.

TALENT PROGRAMS

Talent Parade* - ½ hour weekly; winners of contests held at local Skouras & Century theaters compete for 2 weeks at the Roxy; MC Warren Hull; price - $3500 gross including time.

SPORTS PROGRAMS

Johnny Farrell Golf Club* - 15 minutes weekly; golf lore & lessons with Johnny Farrell & guests; price - $900 gross including time.

WOR-TV (Continued)

SPORTS PROGRAMS (Continued)

Top Views In Sports* - 15-minute weekly film series; highlights of the week's leading sports events with commentators Jimmy Evans & Howard Miller; price - $850 gross inc. time.

CHILDREN'S PROGRAMS

Bobby Benson & The B-Bar-B* - ½ hour weekly; adventures of boy rancher Bobby Benson; price - to be set.

Mystery Rider* - 45 minutes 5 times weekly; features masked cowboy Al Hodge & western film serial; price-$175 gross per program inc. time.

Time For Beany* - 15 minutes 5 times weekly; on film; kine at KTLA Hollywood; children's puppet show; price - $500 gross per program inc. time.

WPIX

SITUATION-COMEDY

They Live In Brooklyn* - ½ hour weekly family comedy series; price -$500 gross per program; $275 per participation.

MUSICAL PROGRAMS

Art Ford Show* - 1 hour weekly; Art Ford & recording artist guests;price-$1500 gross; $175 per participation.

INTERVIEW PROGRAMS

Danton Walker's Broadway Scrapbook*-Danton Walker interviews celebrities; price - $500 gross; $275 per participation; ½ hour weekly.

Little Old New York* - ½ hour weekly, Ed Sullivan interviews personality guests; price - $300 per participati

DAYTIME & WOMEN'S PROGRAMS

Ted Steele Show* - 3 hours 6 days weekly; Ted Steele sings, plays pian & chats with guests;price - $100 per participation.

SPORT REMOTES

Stock Car Racing* - 1½ hours weekly; from Freeport Stadium with commentat Duke Donaldson; price - $1850 gross including time;$250 per participatio

WPIX (Continued)

SPORTS REMOTES (Continued)

Wrestling From Twin City Bowl* - 2 hours weekly; preliminaries & main event with sportscaster Joe Bolton; price -$2225 gross; $1250 for ½ program; $250 per participation.

SPORTS PROGRAMS

Daily Racing Results* - 4 times a day, 6 days weekly; segment of "Ted Steele Show"; racing results with Jack McCarthy; price - $1500 per week gross.

Jimmy Powers Show* - 15 minutes 7 times weekly; sport news & interviews; price- $450 gross per show; available Sat & Sunday only.

FILMS

Double Feature Theater* - 2 hours weekly; 2 feature films a program; price - $200 per participation.

Matinee Movie* - 1 hour 6 times weekly; feature film; price - $100 per participation.

Six Gun Playhouse* - 1 hour 6 times weekly; western films for children; price - $175 per participation.

Summer Theater* - 2 hours 3 times weekly; MC Glen Rowell & variety acts introduce feature films; price - $1900 gross per program; $275 per participation.

DIRECTORY OF FILM PACKAGE DISTRIBUTORS

(These firms have either film series or single shorts and features available.....)

Admiral Pict.	13 E. 37 St.	Zach Baym
A.F. Films	1600 Bway	R. Kossoff
Ambassador	1600 Bway	E. Sharin
Assoc.Artists	444 Madison	Elliot Hyman
Atlantic TV	130 W. 46 St.	J.Kopfstein
Atlas TV Corp	1619 Bway	R. O'Brian
British In.Svc	30 Rock Pl	Mrs. Danish
Cinetel Corp	119 W. 57 St.	E.Woodruff
Commonwealth	723 7th Ave.	J. Hyams
Crystal Pict.	1564 Bway	Melvin Hirsh
Encyc. Britt.	450 W.56 St.	Mr. Kroggel
Flamingo Films	538 Fifth	S.Weintraub
Film Equities	1501 Bway	R.Wormhoudt
Films of Nations	55 W. 45 St	A.Schoepperle
General Films	1600 Bway	H. Kapit
Hoffberg Prods	620 9th Ave.	J.Hoffberg
Hyperion Films	48 W. 73 St.	W. Holland
Knowledge Bldrs	625 Madison	Mr.McCrory
Monogram Pict.	630 9th Ave.	Lloyd Lind
Mot Pict Mgt	8580 Sunset	H'wood, Cal
Official Films	35 W.45 St.	Wm. Black
Olio Video	131 W.52	Harvey Cort
Nationwide TV	1501 Bway	R. Wormhoudt
Producers'Reps	1270 Sixth	Irv. Lesser
Post Pictures	115 W.45	Alan Post
Sack TV Enterp.	354 W. 44	Julius Sack
Simmel-Mservey	321 S.Beverly, BH, Cal.	
Skibo Prods.	165 W. 46	Pat Shanahan
Standard TV Corp	1501 Bway	R. Wormhoudt
Sterling Films	316 W. 57	Saul Turell
Telecast Films	145 W. 45	Gordon Hedwig
Telenews Prods.	630 Fifth	C. Burris
Louis Weiss Co.	4336 Sunset	H'wood, Cal.
Windsor Films	119 W. 57	B.Jankoff
Winik Films	625 Madison	Leslie Winik
United Artists	729 7th	John Mitchell
United World	445 Park	Rich Davidson
Young Amer.Films	18 E. 41	J. Brewster
Ziv Prods.	501 Madison	H. Gordon

DIRECTORY

INDEPENDENT PRODUCERS ACTIVE IN NEW YORK

Aladdin Prod	1270 Sixth	CI 6-3358
Atlantic TV Corp	130 West 46	LU 2-1287
Jack Barry	104 East 40	MU 9-6199
Basch Prods	17 East 45	MU 2-8877
Albert Black	1650 B'way	CO 5-5885
Milton Blackstone	1697 B'way	JU 6-2756
Cinetel	119 West 57	JU 2-4813
Colony Productions	117 West 75	TR 4-1754
Louis G. Cowan	485 Madison	PL 9-3700
Ehrlich-O'Malley	551 Fifth	MU 7-5224
Barry Elliott	516 Fifth	MU 2-3383
Jerry Fairbanks	157 East 69	TR 9-3352
Fenton Prods	40 East 49	PL 9-8266
Hardie Freiberg	270 Park	MU 8-0230
Allen Funt	100 CPS	JU 6-5227
Gainsborough Assoc	234 West 44	CH 4-0626
Will Glass	501 Madison	MU 8-2757
Godfrey Prods	485 Madison	PL 5-2000
Harry S. Goodman	19 East 53	PL 5-6131
Martin Goodman	65 West 54	JU 6-1180
Goodson-Todman	485 Madison	PL 5-2000
Lew & Leslie Grade	250 West 57	JU 6-4190
Harvey & Howe	500 Fifth	WI 7-2000
West Hooker	2 West 46	JU 2-3026
Int'l Tele-Film	331 Madison	MU 7-7306
Charles Irving	130 East 61	TE 8-7023
Carol Irwin	277 Park	PL 5-7244
Robert Jennings	53 West 53	CI 6-7020
Martin Jones	Pk.Sheraton	JU 6-1120
Roger Kay Ent	666 Fifth	MU 8-2164
Richard Kollmar	229 West 42	WI 7-0771
Ken Later	65 West 54	PL 7-6964
Ted Lloyd	610 Fifth	CI 7-6200
Phillips H. Lord	501 Madison	PL 5-2211
Layton-Stark	551 Fifth	MU 7-6320
Sam Levene	1440 B'way	PE 6-9600
Lester Lewis	1 Christphr	WA 4-8582
Harvey Marlowe	33 East End	TR 9-1482
Masterson,Reddy,Nel	745 Fifth	PL 9-1120
Mayo Video	400 Madison	MU 8-2335
MCA Artists Ltd	598 Madison	PL 9-7500
Modell-Harbuck	7 West 66	TR 3-7000
Wm Morris Agcy	1270 Sixth	CI 7-2160
Carlton E. Morse	NBC Rm 688	CI 7-8300
Herbert M. Moss	100 West 55	CO 5-1661
Nasht Prods	1 East 53	MU 8-3323
Persons Prods	1444 Beach	UN 3-2652
P.R.B. Prods	745 Fifth	MU 8-1067
Popular TV Prog'm	250 West 57	PL 7-3396
Post Pictures	115 West 45	LU 2-4870
Prockter Prods	221 West 57	JU 6-4830
Monte Proser	Algonquin	MU 7-4400
Radio Feat of Amer	37 West 46	LU 2-3150
Reemack Prods	527 Fifth	MU 7-7979
Martha Rountree	570 Lex	PL 5-7770
Kermit Schafer	112 East 37	MU 9-4628
George Scheck	1697 B'way	CO 5-9119
Bernard Schubert	509 Madison	MU 8-0944
Arthur Schwartz	1501 B'way	PE 6-7440
Addison Smith	104 East 37	LE 2-3548
Jos.S.Sonnenreich	143 West 103	MO 3-7138
Henry Souvaine	30 Rock Pl	CI 7-5666
Martin Stone	4 West 58	MU 8-0585
Douglas Storer	1270 Sixth	CI 7-6325
Irvin P. Sulds	654 Madison	TE 8-7025
Talent Assoc	150 East 52	PL 3-1030
Tel-Air Assoc	366 Madison	VA 6-3417
Telenews	630 Ninth	JU 6-2450
Teleshows	515 Madison	PL 3-5181
TV-Programs	350 Fifth	CH 4-1374
Transamerican	1 East 54	PL 5-9800
United Artists TV	729 Seventh	CI 5-6000
Fred Vandeventer	WOR 1440 Bway	LO 4-8000
Video Internat'nl	624 Madison	MU 8-1658
Vinlaw	509 Madison	EL 5-0734
Visual Arts Prods	2 West 46	LU 2-4047
Blair Walliser	25 Tudor City	MU 5-4449
B.G.Wilens & Asso	220 East 46	MU 7-8822
Ed Wolf Assoc	420 Madison	PL 5-7620
World Video	15 East 47	PL 9-3870
Frederic Ziv	488 Madison	MU 8-4700
Roberts & Carr	48 West 48	PL 7-5625

STATION REPRESENTATIVES

Avery-Knodel	565 Fifth	PL 3-6513
Barnard & Thompson	299 Madison	MU 2-0117
Blair TV	22 East 40	MU 9-6084
The Bolling Co	480 Lex	PL 9-8150
The Branham Co	230 Park	MU 6-1860
Donald Cooke	551 Fifth	MU 2-7270
Harr,Righter,Parson	270 Park	MU 8-1185
Free & Peters	444 Madison	PL 9-6022
Headley-Reed	420 Lex	MU 3-5467
Geo.Hollingbery	500 Fifth	OR 9-2260
The Katz Agency	488 Madison	PL 9-4460
Robert Meeker	521 Fifth	MU 2-2170
John E. Pearson	250 Park	PL 8-2255
Edward Petry	488 Madison	MU 8-0200
Paul H. Raymer	366 Madison	MU 7-6540
Weed	350 Madison	MU 7-7772
Adam Young Jr.	22 East 40	MU 9-0006

DIRECTORY

(Listings cover only those firms carried in the Monthly Program Breakdown)

ADVERTISING AGENCIES WITH PROGRAMS ON TELEVISION IN NEW YORK

And'n,Davis,Platte	488 Madison	PL 3-5200
Atlas	1457 B'way	BR 9-5166
N.W.Ayer	30 Rock Pl	CI 6-0200
Ted Bates	630 Fifth	CI 6-9700
BBD&O	383 Madison	EL 5-5800
Benton & Bowles	444 Madison	MU 8-1100
Berm,Castl & Pierce	136 East 38	LE 2-7550
Biow	9 Rock Pl	PL 9-1717
Bobley	9 West 57	PL 9-7272
Blaine-Thompson	234 West 44	LO 4-0800
Brisacher,Wheeler	140 East 39	OR 9-4960
Brooke,Sm,Fr & Dorr	52 Vanderb't	MU 6-1800
Franklin Bruck	1270 Sixth	CI 7-7660
Buchanan	1501 B'way	BR 9-7900
Leo Burnett	743 Fifth	PL 9-7552
Calkins & Holden,etc	247 Park	PL 5-6900
Campbell-Ewald	1 East 57	MU 8-3190
Casler,Hemp & Han	33 West 42	LO 5-2921
Cayton	350 Fifth	BR 9-0390
Cecil & Presbrey	247 Park	PL 5-8200
Arnold Cohan	101 West 55	PL 7-7730
Compton	630 Fifth	CI 6-2800
Cunningham & Walsh	40 East 34	MU 3-4900
Dancer-Fitz-Sample	347 Madison	OR 9-0600
D'Arcy	515 Madison	PL 8-2600
Murray Director	527 Fifth	MU 7-3669
Doh'y,Clif'd,Shen	350 Fifth	BR 9-0445
Donahue & Coe	1270 Sixth	CO 5-4252
Duane Jones	570 Lex	PL 3-4848
Ellington	535 Fifth	MU 7-4300
William Esty	100 East 42	MU 5-1900
Federal	385 Madison	MU 8-4200
Foote,Cone & Beld'g	247 Park	PL 5-6600
Gardner	9 Rock Pl	CO 5-2000
Getschal & Richard	49 East 51	PL 9-1332
Geyer,Newell & Gan	745 Fifth	PL 5-5400
Gibraltar	17 East 45	MU 7-7896
Grant	350 Fifth	BR 9-6100
N.C.Greenfield	570 Seventh	LO 4-4464
Grey	166 West 32	CH 4-3900
Gunn-Mears	1475 B'way	BR 9-2900
Hew,Ogil,Ben,Math	345 Madison	MU 9-2510
Hicks & Greist	420 Lex	MU 3-9135
Huber Hoge	699 Madison	TR 9-0800
Charles Hoyt	551 Fifth	MU 2-2000
Hutchins	16 West 46	PL 7-8526
Kas,Far,Ches,Cl	274 Madison	OR 9-4440
Kenyon & Eckhardt	247 Park	PL 3-0700
Klores & Carter	129 West 52	PL 7-6860
Kudner	630 Fifth	CI 6-3200
C.J. LaRoche	247 Park	PL 5-7711
Al Paul Lefton	521 Fifth	VA 6-4340
Len'n & Mitchell	17 East 45	MU 2-9170
Mann-Ellis, Inc.	145 East 53	PL 9-1310
Marsch'k & Pratt	535 Fifth	VA 6-2022
J. M. Mathes	122 East 42	LE 2-7450
Maxon	12 East 53	PL 9-7676
McCann-Erickson	50 Rock Pl	JU 6-3400
Hubert L. Mihic	250 West 57	CI 7-1153
C. L. Miller	521 Fifth	MU 2-1010
Emil Mogul	250 West 57	CO 5-2482
Moore & Hamm	7 East 35	OR 9-4100
Moss Associates	415 Lex	MU 7-7377
Paris & Peart	370 Lex	MU 9-2424
Peck	400 Madison	PL 3-0900
Pedlar & Ryan	250 Park	PL 5-1500
Product Adv Corp	215 Fourth	OR 7-2552
Roy S.Durstine	730 Fifth	CI 6-1400
F. D. Richards	10 Rock Pl	JU 6-5400
Arthur Rosenberg	570 Seventh	CH 4-4420
Ruthrauff & Ryan	405 Lex	MU 6-6400
Ben Sackheim	2 West 59	PL 9-5141
State Adv	116 Flatbush	UL 5-4629
Sternf'ld-Godley	280 B'way	BA 7-3030
Stockton,West,etc.	501 Madison	EL 5-1041
Sul,Stau,Col,Bay	437 Fifth	OR 9-2500
J. D. Tarcher	630 Fifth	CI 6-2626
J.Walter Thompson	420 Lex	MU 3-2000
Turner, Leach	10 East 40	MU 6-4242
Van Diver & Crowe	330 West 42	LO 4-3476
Vinlaw	141 East 44	MU 2-6440
William Warren	45 West 45	JU 6-0530
Warwick & Legler	230 Park	MU 6-8585
Weintraub	488 Madison	MU 8-3901
E. B. Wilson	120 Wall	DI 4-6780
Weiss & Geller	400 Madison	PL 3-4070
Young & Rubicam	285 Madison	MU 9-5000

PUBLISHER'S INFORMATION

ROSS REPORTS is a complete service, including both publications and telephone information. Subscribers receive weekly issues to keep them current as well as monthly exclusive surveys on programming, commercials, costs, film, talent and the like. The complete service is offered at $5 per month or $60 per year.

Once a month, a talent edition which gives contacts for actors and variety talent is published. This edition is offered at $1 per month, or $10 per year.

DIRECTORY

PRODUCERS OF FILM COMMERCIALS

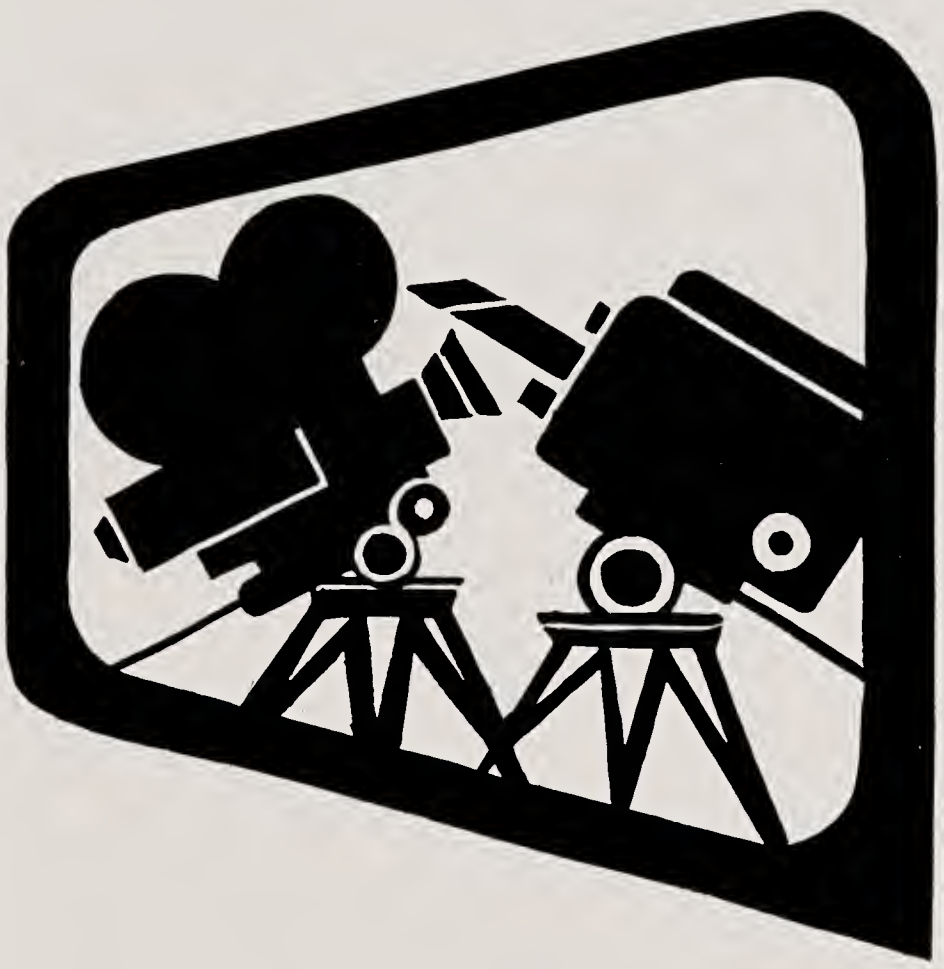
Animation House	New Rochelle	2-2184
Animated Products	1600 B'way	CO 5-2942
Apex	38 East 57	PL 8-2885
Archer Prods	35 West 53	JU 6-2690
Audio Prods	630 Ninth	CO 5-6771
Caravel Films	730 Fifth	CI 7-6111
Cate & McGlone	315 West 9	L. A.
Charter Oak	516 Fifth	MU 2-3383
Concord Films	25 West 45	LU 2-1700
Shamus Culhane	207 East 37	MU 2-2533
De Frenes	Philadelphia	
Depicto Films	254 West 54	CO 5-7621
Frank Donovan	1775 B'way	CI 6-9670
Jerry Fairbanks	157 East 69	TR 9-3352
Famous Studios	25 West 45	LU 2-4500
J. Paul Fennell	40 East 40	MU 9-4268
Film Graphics	245 West 55	JU 6-0083
Gen. Film Corp	25 West 45	LU 2-1700
Gray-O'Reilly	480 Lex	PL 3-1531
Jam Handy	1775 B'way	JU 2-4060
Frank Hankinson	15 West 46	JU 6-0133
Ben Harrison	245 West 55	PL 7-3217
Hartley Prods	20 West 47	JU 2-3960
Hile-Damroth	320 B'way	WO 4-2478
IMPS	515 Madison	EL 5-6620
Int'l Tele-Film	331 Madison	MU 7-9116
Bernard E. Karlen	630 Fifth	CO 5-8335
Herbert Kerkow	480 Lex	EL 5-5635
Walter Klee	245 West 55	PL 7-0524
Kling Studios	Chicago	
Lewis Sound Films	71 West 45	LU 2-1322
Loucks & Norling	245 West 55	CO 5-6974
M.P.O. Prods	342 Madison	MU 7-8377
Murphy-Lillis	59 Park	MU 6-2142
Ted Nemeth	729 Seventh	CI 5-5147
Pathescope	580 Fifth	PL 7-5200
Princeton Films	629 Madison	MU 8-0840
RKO Pathe	625 Madison	PL 9-3600
Hal Roach	729 Seventh	CI 5-4135
Rockhill Radio	18 East 50	PL 9-7979
L. W. Roush	119 West 57	CO 5-6430
Sarra	200 East 56	MU 8-0085
Science Pictures	139 East 47	PL 3-5925
Screen Gems	729 Seventh	CI 5-5044
Seaboard Studios	157 East 69	RE 7-9200
Allan Smiler	Jackson Hts.	IL 8-7604
Fletcher Smith	1585 B'way	JU 6-3950
Sound Masters	165 West 46	PL 7-6600
Special Purpose	44 West 56	JU 6-0200
Spectrolux TV	48 East 43	MU 5-6400
Wilbur Streech	1697 B'way	JU 2-3816
Bill Sturm	53 East 9	OR 3-1318
John Sutherland	60 East 42	MU 7-7815
Teletran	480 Lex	PL 3-6356
TV Cartoons	361 W.B'way	BE 3-7176
TV Features	480 Lex	PL 5-5714
TV Films	11 East 48	PL 9-7888
Tempo	24 West 45	MU 7-9078
Paul Terry	New Rochelle	2-3466
Transfilm	35 West 45	LU 2-1400
Triangle Films	1697 B'way	CO 5-1403
20th Century Fox	444 West 56	CO 5-3320
United Prods Amer.	Hollywood	
United World	1445 Park	TR 6-5200
Video Films	131 West 23	WA 4-6156
Video Internat'nl	624 Madison	MU 8-1658
Video Varieties	41 East 50	MU 8-1162
Wilding Prods	385 Madison	PL 9-0854
Willard Films	45 West 45	LU 2-0430
Winik Films	625 Madison	PL 3-0684

LOCAL STATIONS AND NETWORKS

ABC		
General Offices	30 Rock Pl	CI 7-5700
Studios	7 West 66	TR 3-7000
Theaters(CI7-5700)	Ritz	219 W. 48
	Vanderbilt	148 W. 48
	58th St.	202 W. 58
CBS		
General Offices	485 Madison	PL 5-2000
Studios	15 Vanderbilt & Lieder-krantz Hall,	111 E. 58
Warehouse	418 East 54	PL 5-2000
Theaters	#3	1697 Bway
	#51	109 W. 39
	#52	254 W. 54
WPIX		
Offices & Studios	220 East 42	MU 2-1234
DuMONT		
General Offices	515 Madison	MU 8-2600
Studios	515 Madison	MU 8-2600
	John Wanam'r	Astor Pl
Theater	Adelphi	150 W. 54
NBC		
Offices-Studios	30 Rock Pl	CI 7-8300
Studios	105-55 E.106	CI 7-8300
Central Shop	533 West 56	CI 7-8300
Theaters	Center	1260 Sixth
	International	5 Col Cir
WOR-TV		
General Offices	1440 B'way	LO 4-8000
TV Center	20 West 67	LO 4-8000
Theatre	Amsterdam Rf	214 W. 42

THE INDUSTRY SAYS . . . *Yes!*

There is a need for a video recording firm. CinesCo's announcement of its production facilities has drawn an industry-wide response in the form of contracts and inquiries. In case you missed it, we are reprinting our original announcement below. Worth noting, in addition, is the fact that we are also fully equipped and eminently qualified to take your "idea" and produce it from script to kinescoped film, or to shoot direct on film at a TV-sensible price.



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announcing the opening of a new cinescope studio organization, prepared to give you—the advertising agency and the tv package producer—a half-hour production video recording: complete with studios, cameras and all necessary equipment, experienced, professional engineers, scenery, lights, even a director . . . and three hours camera rehearsal time—all that you need to get a 16mm sof print of your show. The price? . . . $400 COMPLETE!

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. . . and he had all of the keys to a successful television show — reports, surveys and opinions, talent, equipment and even a good product. He had everything but the show itself.

He searched valiantly . . . listened carefully to cab drivers, neighborhood prodigies and the boss's wife. He even went to the local pub and watched the spectrum from 1 to 13.

But no show.

So . . . He was asked to turn in his key.

Poor lad. We would have loved to help. For **Video International** is built upon many years of radio, television, motion picture and advertising backgrounds. It offers custom-designed or ready-made packages for every time spot, budget and market area or classification. And each package is labeled, "Handle With Care" from first inspired expression to final channel scheduling.

Video International sincerely believes that the KEY to good public acceptance of programming lies in unusual, imaginative productions . . . veering from tired formulae . . . and yet is only too aware of the need for practicality in cost, public appeal and merchandising approach.

If you'd like to know more about how we help save keys for key executives, just call or drop us a line.

CURRENTLY AVAILABLE:

- *"Nick Kenny's Birthday Party"*
- *"Broadway Byline"*
- *"Jeffery Hall, Criminologist"*
- *"Passport to Paris"*

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- *"The Toni Arden Show"*
- *"Nickelodeon Playhouse"*
- *"3 Yanks Abroad"*
- *"Angel's Paradise"*

Also a number of shows in our "CONFIDENTIAL" file

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624 Madison Avenue • New York 22, N. Y.

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